



FOR IMMEDIATE RELEASE

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TONY LA RUSSA CELEBRATES 2,000 WINS IN MAJOR LEAGUE BASEBALL

Rare opportunity to join "Tony's 2000 Wins Team"

WALNUT CREEK, California – November 8, 2004 – On September 10, 2003, the Cardinals win over the Rockies was Tony La Russa's career win 2,000 as a Major League manager. He joined only seven (7) other managers in Major League history to reach that total. Win 2,009 on the last day of the season versus the Diamondbacks moved Tony past Leo Durocher into 7th place all-time.

The "Tony's 2000 Wins Team" fundraiser was created to take advantage of Tony's 2,000 career win milestone. Members of this team will share an interest in baseball and animals with the knowledge their membership fee is going directly towards ARF's shelter.

Three separate levels of membership on the team are available: \$25,000 Hall of Fame, \$2,500 MVP and \$250 All-Star memberships. The \$25,000 Hall of Fame membership not only includes every benefit of the \$2,500 MVP membership, it also includes a sensational two-day Las Vegas experience with days jam-packed with golf and skills competitions with All-Stars and Hall of Famers from Tony's teams; evenings loaded with exclusive dinners, a poker tournament; priority seating at Las Vegas' hottest ticket in town and "Show of the Year" starring Danny Gans; and a private post-show party.

However, the \$2,500 MVP membership is the key to the success of the team. By becoming an MVP teammate, you'll enjoy inside access to the game and gain unique baseball insights from Tony himself!

MVP Membership - \$2,500

- ❑ ***A chance to be chosen for the Las Vegas Event:*** This is your opportunity to be chosen to attend Tony La Russa's Las Vegas retreat, where you'll enjoy two days of fun-filled activities—all while rubbing shoulders with some of baseball's greatest players.
- ❑ ***Exact Replica of the 2000th Win Dugout Lineup Card:*** On September 10, 2003, Tony attained his 2000th-win milestone, against the Colorado Rockies. The card includes copies of the players' signatures who signed the original lineup card, including Hall of Famer Red Schoendienst.
- ❑ ***Tony's 2000 Wins Team Cap:*** Wear the exclusive members-only cap signifying you as a teammate on the 2000 Wins Team.
- ❑ ***A Limited Edition DVD:*** Check out highlights from Tony's managing career. This DVD includes Chicago White Sox, Oakland A's, and St. Louis Cardinals highlights from August 1979 to September 2003. Highlights provided by Major League Baseball Productions.
- ❑ ***Log Book of Tony's 2000 Wins:*** Includes yearly rosters, game summaries of regular season wins, post-season games, and All-Star games—plus milestone wins and losses.

- ❑ ***Your Choice of a Dugout Lineup Card:*** Handwritten by Tony, your replica card will include all in-game changes. This replica will appear on a specially designed "Tony's 2000 Wins" lineup card as provided by Major League Baseball Properties and includes the commemorative logo that appears in the center of the card.
- ❑ ***Audio CD with Tony's Commentary:*** Hear Tony's analysis and strategic insights for games with the Chicago White Sox (1983), Oakland A's (1992), and St. Louis Cardinals (1998)—plus a memorable post-season loss in Game Five of the 2001 Division Series.
- ❑ ***Unique Baseball Collectibles:*** Both of these items include the exclusive 2000 Wins Team commemorative logo and are not available anywhere else.
 - Authentic Rawlings Fungo Bat autographed by Tony La Russa.
 - Authentic Major League Baseball autographed by Tony La Russa.
- ❑ ***Commemorative 2000 Wins Club Photograph:*** Photofile and Major League Baseball Hall of Fame teamed up to create Tony and the seven other Major League managers in the exclusive 2000 Wins Club.
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- ❑ ***Exclusive Emails from Tony:*** Receive periodic emails throughout the baseball season with unique baseball insights from Tony that you'll find nowhere else. Plus, you'll have opportunities to "Ask Tony" your baseball questions.
- ❑ ***"100 Years of the World Series" DVD:*** This DVD, produced by Major League Baseball Productions, is a real treat for baseball fans.
- ❑ ***A New Book from the Author of Friday Night Lights:*** In the spring of 2005, Houghton Mifflin will publish a new book on Major League Baseball that's a collaboration between Tony and Pulitzer Prize-winning author, Buzz Bissinger.

To join this exclusive team and take advantage of this rare opportunity, please call visit www.arf.net or call 888-LA-RUSSA.

ARF's Adoption and Education Center saves the lives of loving dogs and cats who have run out of time at public shelters. ARF gives another chance at life to dogs and cats would have otherwise may be killed. ARF provides the care and attention they need, including spay or neuter surgery, until ARF finds them a new home of their own. People rescuing animals...animals rescuing people.

ARF's People Connect programs strengthen the human animal bond for the elderly; residents of assisted living centers, teens at juvenile hall, high school students, grade school students and young children through programs that are national models of excellence. ARF programs allow people to experience the unconditional love and acceptance of dogs and cats. People rescuing animals...animals rescuing people.

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