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**HANK AARON TO RECEIVE 'LIVING LEGEND AWARD'
FROM LOUISVILLE SLUGGER MUSEUM & FACTORY**

(Louisville, KY) DATE – The excitement is building at Louisville Slugger Museum & Factory as Major League Baseball legend, Hank Aaron, is about to receive the 2009 Living Legend Award. Aaron will be on hand to receive the award at the museum on Friday, November 13, 2009. The special ceremony at 7 p.m. will kick off the Sixth Annual Louisville Slugger Museum & Factory Auction in partnership with Hunt Auctions, Inc., which features some of the most sought after baseball memorabilia in the world.

"The man who broke Babe Ruth's home run record has devoted his life to helping young people chase their dreams with his Chasing the Dream Foundation," says Anne Jewell, Executive Director of Louisville Slugger Museum & Factory. "We are very impressed with how Hank Aaron's Chasing the Dream Foundation continues to provide financial assistance each year for underprivileged youth to chase their dreams, in areas like music, art, writing, dance and sports," adds Jewell.

Hank Aaron's passion to help young people succeed inspired Louisville Slugger Museum & Factory to produce 150 limited edition special collector bats with two special signature brands and an autograph by Hammerin' Hank, with proceeds to benefit the Chasing the Dream Foundation. One of the signature brands comes from Aaron's original 1952 contract with Louisville Slugger which was the brand used on his bats throughout his career; the other from his 1971 contract which has been branded on a bat for the very first time. Each bat costs \$500 and includes a certificate of authenticity as well as two tickets to the invitation only Living Legend Event. The bats can be purchased at www.sluggermuseum.com.

"During my baseball career I was a very proud member of the Louisville Slugger family and so I am deeply honored to be receiving the Louisville Slugger Museum & Factory Living Legend Award," says Hank Aaron. "I am delighted that Louisville Slugger Museum & Factory is supporting the work of the Chasing the Dream Foundation which focuses on helping our youth pursue their talents and achieve success," adds Aaron.

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The Living Legend Award recognizes greatness both on and off the field. Other recipients are Frank Robinson (2008) and Ken Griffey Jr. (2007).

Career

Born in Mobile, Alabama, Hank Aaron excelled in high school baseball. He was first scouted by Dewey Griggs of the Milwaukee Braves who landed the young future superstar a contract with the Indianapolis Clowns of the American Negro League. That was in 1951 and the beginning of an incredible career.

The Milwaukee Braves called Hank Aaron up to the majors in 1954. He became the second-youngest player to win a batting title (.328) in 1956, was the National League's Most Valuable Player in 1957 and was the second-youngest to collect his 1,000th hit, off Sandy Koufax, in 1959.

The Braves moved from Milwaukee to Atlanta in 1965, where Hank Aaron reached several career milestones. In 1969 he hit his 537th home run, passing the number three spot on the all-time home run list held by Mickey Mantle. In 1970, Aaron collected his 3000th hit against the Cincinnati Reds and established the record for most seasons with thirty or more home runs in the National League. During the 1972 season, Aaron tied and then beat Willie Mays' record for second place on the career home run list. He also broke Stan Musial's major league record for total bases at 6,134.

In his 23-year Major League career, Aaron rewrote baseball's hitting record book. He holds more Major League batting records than any other player in the game's history. Among his records are some truly amazing ones, including Most Runs Batted In, Lifetime (2,297); Most Extra-Base Hits, Lifetime (1,477); and Most Total Bases, Lifetime (6,856). In 2007, Barry Bonds broke Aaron's record for Most Home Runs, Lifetime (755). Aaron also ranks second on the all-time list in at-bats (12,364), third in games (3,298) and hits (3,771), fourth in runs (2,174, tied with Babe Ruth), 10th in doubles (624), 12th in singles (2,294) and tied for 14th in years of service (23).

1974 was a stunning year for Hank Aaron as he first tied and later broke Babe Ruth's home run record of 714. Aaron's 715th home run came before a record crowd in Atlanta of nearly 54,000 against the Los Angeles Dodgers.

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After Baseball

As the greatest home run hitter of all time, Hank Aaron was inducted into the Baseball Hall of Fame on August 1, 1982 and soon joined the front office of the Atlanta Braves as Vice President and Director of Player Development. He is a successful businessman with multiple fast food franchises as well as previously owned several automobile dealerships.

Hank Aaron started the Chasing the Dream Foundation to help children with limited financial resources reach their full potential. Today, the foundation has a permanent endowment from Major League Baseball. Aaron and his wife Billye continue travelling around the country challenging young people to be the best they can be. His foundation has awarded over 755 scholarships since it was founded in 1996.

Aaron serves on the Board of Governors for Boys and Girls Clubs of America and also serves on the board of the Atlanta Falcons, Atlanta Technical College, Retail Ventures, Inc. and Medallion Financial Corporation.

Aaron and his wife Billye Suber live in Atlanta. They have five children.

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About Louisville Slugger Museum & Factory:

Experience history-in-the-making as you stroll through the factory where world-famous Louisville Slugger bats are created. Award-winning factory tour, newly renovated galleries with interactive exhibits, historic memorabilia, the World's Biggest Bat, and more. Create a Louisville Slugger bat with your very own name on it, just like the pros. Louisville Slugger Museum & Factory, 800 West Main Street, is open Monday – Saturday, 9 a.m. – 5 p.m., and Sundays 12 noon – 5 p.m. Admission is \$10 for adults, \$9 for seniors (60+), \$5 children (6-12), and free for children 5 and under. For more information, log on to www.sluggermuseum.com or call 502-588-7228.

