



**CONTACT:** Helene Kramer  
Director of Public Relations  
Bisig Impact Group  
502-583-0333 (office)  
502-387-5558 (mobile)

**GRAND RE-OPENING AT LOUISVILLE SLUGGER MUSEUM & FACTORY**  
*Exciting Renovations with All New Exhibits*

(Louisville, KY) April 14, 2009 – - The official grand re-opening was held today as Louisville Slugger Museum & Factory celebrated its new and exciting renovations. To mark the occasion, a giant red ribbon high above the main gallery was cut by John Hillerich, President & CEO of Hillerich & Bradsby Co., the parent company of Louisville Slugger Museum & Factory and Anne Jewell, Executive Director of the Museum.

This historic moment, which comes during 125<sup>th</sup> Anniversary of Louisville Slugger's first baseball bat, was shared by honored guests, 3<sup>rd</sup> District Congressman John Yarmuth and Louisville Mayor Jerry Abramson.

"We are absolutely thrilled to offer our visitors a whole new ballgame," says Anne Jewell, Executive Director of Louisville Slugger Museum & Factory. "After more than 2.25 million visitors in just over a decade, our dynamic new interpretive experience will keep Louisville Slugger Museum & Factory on top of its game in a playful environment that engages visitors with Louisville Slugger's extraordinary role in baseball's past, present and future," adds Jewell.

A museum team conducted intense research and benchmarking for several years. Hundreds of guests were interviewed and surveyed about their impressions of the museum and factory experience. Their feedback became the basis for the renovation. The planning team also visited a number of other impressive attractions for ideas and inspiration.

The highlights include:

- **Hold A Piece of History:** Visitors will be able to hold Louisville Slugger bats actually used by baseball greats like **Mickey Mantle**, **David Ortiz**, **Rod Carew** and **Jim Thome**. Different player bats will be rotated into the exciting line-up of this exhibit.
- **Grandpa Bud's Attic:** Fans will go on a fun treasure hunt to unlock and uncover significant memorabilia. Grandpa Bud is Bud Hillerich, who made the first Louisville Slugger bat in 1884. This interactive "attic" will house historic contracts signed by Major League players, bats, unique photographs and more surprises.

**(more)**

- A new and more prominent exhibit for the Louisville Slugger bat **Babe Ruth** notched for every home run he hit with it and a more in-depth look at the incredible story behind it.
- An exhibit featuring the Louisville Slugger bat used by **Joe DiMaggio** during his 56 consecutive game hitting streak in 1941. This significant piece has never been displayed for the public. Louisville Slugger acquired it several years ago.
- Incredible life-sized mannequins of baseball greats **Ted Williams, Babe Ruth** and **Ken Griffey, Jr.** done by LifeFormations in Bowling Green, Ohio.
- **Small Ball:** This special area is especially for our visitors eight years old and younger. Small Ball features fun activities such as toys, games, arts & crafts and a special batting cage for our smallest hitters.

Following a national search for a renovation partner, the museum's team selected Formations, Inc. based in Portland, Oregon, which specializes in the design of sports and social history museums. Formations, Inc. has successfully completed more than 150 interpretive projects throughout the United States, including the award-winning Muhammad Ali Center in Louisville.

Bisig Impact Group, a downtown Louisville advertising, marketing and public relations firm, was chosen by Louisville Slugger Museum & Factory to provide audio/video production, graphic design and fabrication services for the project. This includes new factory tour videos, an updated version of the museum's short film, "The Heart of the Game," and graphic design and fabrication of the new "Small Ball" children's activity area.

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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, 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](http://www.sluggermuseum.com) or call 502-588-7228.*

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