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## **Louisville Slugger Museum & Factory Unveils Derek Jeter Sculpture**

*Museum will honor Yankee Captain with "Derek Jeter Day" on Saturday*

**Louisville, KY** (October 12, 2011) -- Louisville Slugger Museum & Factory added another superstar to its roster Wednesday as it unveiled a lifelike sculpture of Derek Jeter, team captain of the New York Yankees and future baseball Hall of Famer.

To welcome the new sculpture, the museum will celebrate "Derek Jeter Day" this Saturday, honoring the Yankee Captain. As part of the celebration, a game used Derek Jeter bat will be added to the museum's Hold a Piece of History exhibit, allowing guests to hold a bat actually used by Jeter. Guests will also receive Jeter mini bats at the conclusion of each factory tour, while supplies last.

In addition, for "Derek Jeter Day" the museum will offer a special \$2 admission in recognition of Jeter's #2 jersey. Proceeds from Saturday's ticket sales will be donated to Derek Jeter's Turn 2 Foundation.

"We are thrilled to feature Derek Jeter in the museum," said Anne Jewell, Executive Director at Louisville Slugger Museum & Factory. "Jeter is a baseball rockstar, an ambassador for the game and a huge fan favorite. We're proud to include him in our lineup of baseball greats and we know our guests will love it."

Jeter, the longtime Yankees shortstop, joins elite company as he is just the fourth person honored with a statue at Louisville Slugger Museum & Factory. The only other player sculptures in the museum are baseball legends Babe Ruth, Ted Williams and Ken Griffey, Jr.

"It's a true honor to be recognized in this way by Louisville Slugger Museum & Factory," said Derek Jeter. "Louisville Slugger is synonymous with baseball. I've used the same bat model (P72) throughout my career and it's a privilege to have such a tribute in this great museum devoted to the skill and history of hitting," he said.

Since his major league debut in 1995, Jeter has been one of baseball's most popular figures and is currently the all-time New York Yankees hit leader. He has been selected as an All-Star 12 times, won the Silver Slugger award four times and earned the Gold Glove award on five occasions. He won the Rookie of the Year Award in 1996 and helped the Yankees win the World Series the same year.

Jeter was also an integral part of World Series championship-winning teams in 1998, 1999, 2000 and 2009. He is the only player in history to win both the All-Star Game MVP Award and the World Series MVP Award in the same year. He has served as the Yankees' team captain since 2003 and collected his 3,000<sup>th</sup> career hit earlier this season.

The sculpture unveiling coincides with Louisville Slugger Museum & Factory's 15<sup>th</sup> Anniversary Year. In May, the museum welcomed its record 3-millionth guest. With 234,771 visitors last year, Louisville Slugger Museum & Factory broke its attendance record in 2010; a record unmatched since the museum opened for its first full year in 1997.

Earlier this year, the museum unveiled its newly renovated, 3,000-square-foot Museum Store, which was designed with a fresh layout to bring a feel of the museum to the store that offers hundreds of gifts, apparel and collectibles.

Also new in 2011, Louisville Slugger Museum & Factory announced that its factory is now producing bats year round on Saturdays, and for the first time ever also producing bats during tours on Sundays and holidays, enabling visitors to view bat production on every tour.

Follow [Louisville Slugger Museum & Factory](#) on Facebook for more information.

#### **About the Turn 2 Foundation**

*The Turn 2 Foundation was created during Derek Jeter's 1996 rookie season with a goal to create and support signature programs and activities that motivate young people to turn away from drugs and alcohol and "TURN 2" healthy lifestyles. Through these ventures, the Foundation strives to create outlets that promote and reward academic excellence, leadership development and positive behavior so that children of these programs grow safely and successfully into adulthood and become the leaders of tomorrow.*

#### **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 [sluggermuseum.com](#) or call 502-588-7228.*

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