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LOUISVILLE SLUGGER MUSEUM & FACTORY PROUDLY PRESENTS
LINEDRIVES AND LIPSTICK
The Untold Story of Women's Baseball

(Louisville, KY) September 14, 2009 – Louisville Slugger Museum & Factory is waiting on deck to pay tribute to the rich history of women in baseball at its upcoming exhibit, *Linedrives and Lipstick: The Untold Story of Women's Baseball*. It opens on January 28, 2009 and runs through March 16, 2010.

"This terrific exhibit will dispel many myths about women's baseball starting with the assumption that it was a short-lived phenomenon of the 1940s," says Anne Jewell, Executive Director of Louisville Slugger Museum & Factory. "In fact, America's national pastime has included women players from the beginning of baseball in the 1860s," adds Jewell.

Visitors will be fascinated by dozens of images of women who loved to crack the bat ranging from picture postcards, game programs, photographs, and posters, to in-depth articles from mainstream magazines such as *Colliers*, *Liberty*, and *The Saturday Evening Post*. Here's a sample:

- Get to know Jackie Mitchell, who struck out Babe Ruth and Lou Gehrig in an exhibition game in 1931.
- Learn about Sophie Kurys of the South Bend Blue Sox, who still holds the record for the most stolen bases in one season in *any* league -- 201 steals in 203 attempts in 1946.
- Take a trip back in time to see a 1910 postcard featuring the Boston Bloomers touting the game as "A High Class Moral Amusement."
- See a 1931 advertisement for soap that asks, "What's wrong with the world when girls just will be boys?"



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"The best aspect of this exhibition is how it goes beyond the story of the All-American Girls Professional Baseball League of the 1940s, tracing women's love of the sport going back to the mid-1800s," says Dee Harris, director of visual arts and humanities at Mid-America Arts Alliance, which organizes and tours *Linedrives and Lipsticks* through its ExhibitsUSA. "It's much more than a history lesson. It's a message about determination and achievement in which everyone, especially young women, will discover encouragement for their hopes and dreams."

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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 or call 502-588-7228.

About Mid-America Arts Alliance:

Based in Kansas City, Missouri, Mid-America Arts Alliance (M-AAA) was originally created in 1972 to support and stimulate cultural activities in communities throughout Arkansas, Kansas, Missouri, Nebraska, Oklahoma and Texas. M-AAA supplies communities throughout the country with over 850 performances and exhibitions each year and some 6,000 related educational programs to over one million people annually. More information is available at www.maaa.org.

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