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**NICKELODEON NAMES LOUISVILLE SLUGGER MUSEUM & FACTORY
#1 TOURIST SPOT**

(Louisville, KY) October 22, 2009 – - Drum roll please! The votes have been counted and the winner is.....Louisville Slugger Museum & Factory, home of The Big Bat, for "Best Tourist Spot" in town!

The contest was sponsored by ParentsConnect.com, a popular website created by Nickelodeon, best known for child and family-friendly hit television programming like *SpongeBob Squarepants* and *ICarly*. ParentsConnect.com, which offers advice on raising children from babies to teens, asked visitors from all over the country for their favorite local family-friendly places. Louisville Slugger Museum & Factory emerged as the city's top tourist attraction.

"This is a great honor because parents are sophisticated consumers with lots of choices and they know what it takes to keep family members of all ages engaged and entertained," says Anne Jewell, Executive Director of Louisville Slugger Museum & Factory. "As a treasure chest of baseball, Louisville Slugger Museum & Factory has stayed on top of its game with a family-friendly experience that is fun and educational at the same time," adds Jewell.

Since Louisville Slugger Museum & Factory opened its doors in 1997, there have been over 2.5 million visitors from every state in the country and all over the world. Earlier this year, the museum brought visitors a whole new ballgame with major renovations and new exhibits that have made the entire experience more interactive. There is no other museum in the world that offers the opportunity to hold and swing game-used Louisville Slugger bats by greats like Mickey Mantle. For the younger kids, it is a blast poring through some of the world's neatest baseball memorabilia in an exhibit called *Grandpa Bud's Attic* and our *Small Ball* exhibit offers our littlest hitters a chance to take a big swing.

There are also some special new exhibits and events on deck:

(more)



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- November 1-January 4, 2010: ***Merry Christmas, Charlie Brown!*** -- After the heartwarming 2007 run of *Peanuts at Bat*, Charlie Brown and his gang will be back at Louisville Slugger Museum & Factory with a new exhibit, *Merry Christmas Charlie Brown!*. Since baseball and Christmas are two of the most prominent themes in the Peanuts comic strip, the exhibit will be a fun and fitting way for the museum to ring in the holiday season. ***Merry Christmas, Charlie Brown!*** includes a presentation of the winter sports that cartoonist Charles Schulz enjoyed, a behind the scenes history of the making of the animated classic, *A Charlie Brown Christmas*, and a holiday narrative as explored in the Peanuts comic strip.
- Friday, November 13, 2009: Baseball great Hank Aaron will be on hand to receive the ***Louisville Slugger Museum & Factory Living Legend Award*** which honors individuals with outstanding accomplishments both on and off the field.

To commemorate this historic event, Louisville Slugger Museum & Factory has produced 150 limited edition collector bats with two special signatures by Hammerin' Hank; one from his 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. These Hank Aaron A99 model bats are available for \$500 with all proceeds benefiting the Hank Aaron Chasing the Dream Foundation. Each bat comes with a Certificate of Authenticity. Order forms are available on www.sluggermuseum.com.

- Saturday, November 14, 2009: It's your chance to bid on some of the most valuable vintage baseball memorabilia in the world at the 6th Annual Louisville Slugger Museum & Factory Auction produced in partnership with Hunt Auctions.
- January 28-March 16, 2010: ***Linedrives and Lipstick: The Untold Story of Women's Baseball*** -- This fascinating exhibit documents the forgotten side of America's pastime and its pioneers with dozens of images and important memorabilia from one of the nation's largest collections devoted to women's baseball. Take a trip back in time to see a 1910 postcard featuring the Boston Bloomers touting the game as "A High Class Moral Amusement," while a 1931 advertisement for soap asks, "What's wrong with the world when girls just will be boys?"



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- April 25-September 5, 2010: ***WE ARE THE SHIP: The Story of Negro League Baseball*** – From his book of the same title, award-winning artist and author Kadir Nelson brings the museum a one-of-a-kind collection of paintings, sketches and educational materials. Nelson traveled the country interviewing Negro League players, examining old photographs, as well as equipment and uniforms. His work tells a story of gifted athletes, discrimination, determined owners and fortunes won and lost. *The New York Times* named ***WE ARE THE SHIP: The Story of Negro League Baseball*** one of the Best Illustrated children's books of 2008. The author was also given the 2009 Coretta Scott King Book Award.

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.

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