



Reading Phillies Awarded 2012 Baseballtown All-Star Classic

Eastern League President Joe McEacharn Was On-Hand for Saturday's Press Conference

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(Reading, PA) -- The Reading Phillies, the Double-A affiliate of the Philadelphia Phillies since 1967 – the longest affiliation in all of baseball, are proud to announce that the team and the city of Reading, PA will host the 2012 Baseballtown All-Star Classic on July 10-11, 2012. Eastern League President Joe McEacharn and R-Phils GM Scott Hunsicker made the announcement earlier today in the Mitchell & Ness R-Phils Team Store, located at the newly renovated FirstEnergy Stadium.

“It’s an honor and a privilege to be able to host this exciting event right here in Baseballtown,” said R-Phils GM Scott Hunsicker. “This is going to be a amazing event for the Greater Reading. The 2011 season will be remembered as the Re-Birth of America’s Classic Ballpark and now, the 2012 season will be remembered as the All-Star year. We look forward to welcoming all of our Reading Phillies fans, as well as all fans across the Eastern League.”

The first opportunity to purchase Baseballtown All Star Classic tickets will be granted to 2011 Reading Phillies Partners – to include 2011 Season Ticket Holders, Mini-Plan Holders, Corporate Sponsors, and Group Leaders. Those 2011 partners will have ample time to purchase any number of tickets to all Baseballtown All Star Classic events before those tickets are made available to any other fans. Those interested in being a part of the Baseballtown All Star Classic events should be sure to secure their 2011 R-Phils ticket packages and corporate sponsorships now. We intend to open sales up to our 2011 partners very shortly.

The 2012 Baseballtown All-Star Classic is sponsored by Susquehanna Bank, All Star Distributing, Crowne Plaza Reading, and Building 24. Additionally, the R-Phils have also partnered with the United Way of Berks County, the Greater Reading Convention and Visitors Bureau, White Star Tours/White Star Travel Center, and Yuengling.

Crowne Plaza Reading, the official host hotel of the Reading Phillies, will also be the official host hotel of the Baseballtown All Star Classic – welcoming all players, their families and guests, and all Eastern League executives for an Eastern League meeting.

Baseballtown All Star Classic Events

Tuesday, July 10

Baseballtown All Star HR Derby and Autograph Party – Benefitting the United Way of Berks County
Baseballtown All Star Gala – at Building 24

Wednesday, July 11

Baseballtown All Star Luncheon – at the Crowne Plaza Reading – benefitting Baseballtown Charities
Baseballtown All Star Game – at America’s Classic Ballpark, FirstEnergy Stadium



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“In addition, we are excited to announce that in partnership with White Star Tours, Greater Reading Convention & Visitors Bureau, & Yuengling, we will be offering White Star Tours Baseballtown All Star Classic Fan Road Trips from all 11 Eastern League Cities,” exclaimed Hunsicker. “This Fan Road Trip would invite fans from throughout the Eastern League to visit Baseballtown & America’s Classic Ballpark – including exclusive access to Baseballtown All Star Classic Events, tours of America’s Classic Ballpark, as well a very special tour of America’s Oldest Brewery – Yuengling – hosted by Dick Yuengling.”

The 2012 Baseballtown All-Star Classic will feature the stars of the Eastern Division (Binghamton, New Britain, New Hampshire, Portland, Reading and Trenton) against the stars of the Western Division (Akron, Altoona, Bowie, Erie, Harrisburg and Richmond). Each team is comprised of 24 players, with every Eastern League team being represented by at least one pitcher and one position player. The teams will be selected through a combination of fan balloting and selections from managers, media and team personnel. This year’s game will be hosted by the New Hampshire Fisher Cats.

Reading, PA last hosted the Eastern League All-Star Game on July 22, 1974. Five Reading Phillies players represented the National Division team, which went on to beat the American Division club 4-2. Reading was represented by infielder Fred Andrews, outfielder Rich Giallella, catcher Bill Nahorodny, and pitchers Tom Underwood and Roy Thomas in 1974.

For more information about sponsorship opportunities for the 2012 Baseballtown All-Star Classic, call the Reading Phillies at 610-370-BALL. More details on this exciting event to be released soon. Single-game tickets for all remaining home games of the 2011 season are available now and fans can purchase tickets by visiting readingphillies.com, by calling 610-370-BALL, or by stopping by the brand-new ticket office located at FirstEnergy Stadium. Fans can also add the all-you-can eat Deck Buffett wristband to any order for only \$12. R-Phils Tickets -- Same Great Price. America's Classic Ballpark...Just Got Even Better. The 2011 season -- the Re-Birth of America’s Classic Ballpark.

