



# Anaheim Angels 2002 World Series Collector's Edition

*Celebrate the 50<sup>th</sup> Anniversary of the Los Angeles Angels of Anaheim*

- The perfect gift for the ultimate Angels fan – showcasing every unforgettable moment of the epic 2002 season.
- 2011 will mark the 50<sup>th</sup> Anniversary of the Los Angeles Angels of Anaheim and the releases will coincide with the anniversary.
- Features star players like Tim Salmon, Adam Kennedy, Jarrod Washburn, and Garret Anderson.
- Multi-media marketing campaign: 20 million estimated impressions
  - In-stadium promotions
  - TV campaign
  - National radio promotions
  - Partnership with the MLB Network and Los Angeles Angels (217K+ Facebook fans and extensive e-mail list)
  - Online (MLB.com, top sports blogs)
  - Print (heavy ad support and direct sale number with local newspaper)
  - Affiliated markets targeting men's lifestyle and sports pubs
  - On-air giveaways and promotion

**SYNOPSIS** The Los Angeles Angels of Anaheim have a rich history in Major League Baseball. Now that history has been captured in this 7-PK set. Chocked full of historic moments, players, and milestones in the club's history, LOS ANGELES ANGELS 2002 WORLD SERIES COLLECTOR'S EDITION is a must get collectible for not only Angels fans, but baseball fans everywhere.

## PRODUCT INFORMATION

SRP: \$69.95 U.S. \$79.95 CAN  
 FORMAT: 7-PK  
 PACKAGING: Thins  
 LENGTH: Est. 15hrs  
 GENRE: Sports  
 YEAR: 2011

LANGUAGE: English  
 COLOR: Color  
 WIDESCREEN: No  
 AUDIO FORMAT: Stereo  
 UNITS PER CARTON: 14

## COMP TITLES



THE SAN FRANCISCO GIANTS 2010 WORLD SERIES COLLECTOR'S EDITION

2006 WORLD SERIES HIGHLIGHTS

