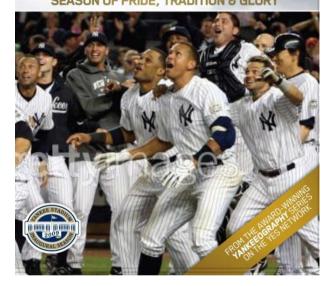
## Major League Baseball Productions Presents **NEW YORK YANKEES**



SYNOPSIS The story of the 2009 New York Yankees season -- from the first pitch of Spring Training to the joyful tickertape parade -- is preserved forever in this remarkable video yearbook and includes interviews, exclusive footage, and game action and highlights.

## **NEW YORK YANKEES 2009 SEASON OF PRIDE, TRADITION & GLORY**

From spring training to the playoffs, the story of the 2009 World Champion Yankees

- This impulse priced single capitalizes on the most popular sports story today.
- The 2009 Yankees were a team stacked to win with a new stadium, an all-star roster, and guidance of Manger Joe Girardi, it seemed they were destined for their 27th World Championship.
- This 60+ minute documentary follows the team with the best record in baseball (103-59) in the guest for baseball's highest honor, and will air on YES Network on 12/4 (featuring DVD promotion within the program).
- Over 40 minutes of exclusive bonus footage including a tour of Yankee Stadium, memorable moments and highlights, interviews, Nick Swisher road trip, season ending recap, and pre-game ceremonies and "Hope Week".
- Multi-media marketing campaign to include a partnership with YES Network, MLB Network, and the Yankees, as well as local on-line, print, outdoor and radio advertising, blog infiltration, and on-air giveaways and promotion.

## **PRODUCT INFORMATION**

DVD FEATURES: Ceremonies - Milestones - Moments - Special Features - Stadium Tour

SRP: \$19.95 U.S., \$26.95 CAN

FORMAT: Single PACKAGING: Amaray

LENGTH: 66 mins + extras (40 mins)

**GENRE: Sports** YEAR: 2009 NOTES: n/a

LANGUAGE: English COLOR: Color WIDESCREEN: No

AUDIO FORMAT: Stereo UNITS PER CARTON: TK





**RELATED & RECOMMENDED** 







