



**SYNOPSIS** In 1991, the Minnesota Twins beat the Atlanta Braves in 7 grueling games to capture their second World Series championship since moving to Minnesota in 1961. Now in 2011, the Twins will be celebrating their 20<sup>th</sup> anniversary of winning the championship all year long. Now fans can enjoy all the festivities on 1 disc. This release is sure to be a must get for Twins fans everywhere!

**NEWVIDEO**  
newvideo.com

DISTRIBUTED IN THE U.S. BY  
NEW VIDEO, 9022 BROADWAY, 9TH FL.  
NEW YORK, NY 10010



DISTRIBUTED EXCLUSIVELY IN CANADA BY  
E1 ENTERTAINMENT, 175 BLOOR STREET EAST,  
NORTH TOWER, SUITE 1400 TORONTO, ONT M4W 3B8

**PREORDER JUL 5 RELEASE AUG 2**

**NEW RELEASE: SPORTS**

# MAGIC IN MINNESOTA: REMEMBER THE 1991 WORLD SERIES CHAMPIONSHIP

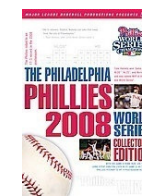
*Celebrate the 20<sup>th</sup> Anniversary of the Minnesota Twins*

- Highlights the 1991 World Series championship against the Atlanta Braves, named “the greatest World Series of all time” by ESPN.
- The Twins will be celebrating the 20<sup>th</sup> anniversary of winning the 1991 World Series all season:
  - Highlight celebration August 5-7 reunion
  - Weekend events to include full scale in-stadium promotions and heavy fan interaction initiatives
- New documentary told through the eyes of Tom Kelly and Bobby Cox, managers of the 1991 Twins and Braves, featuring star players Chuck Knoblauch, Kirby Puckett, and Jack Morris and more.
- Value priced at \$19.95 to move off shelves.
- Full promotional blitz/multi-media marketing campaign to include:
  - Partnership with the MLB Network and Minnesota Twins
  - In-store appearances
  - online
  - Print
  - Affiliated markets targeting men’s lifestyle and sports pubs, blog infiltration, and on-air giveaways and promotion

## PRODUCT INFORMATION

SRP: \$19.95 U.S. \$22.95 CAN    LANGUAGE: English  
 FORMAT: Single    COLOR: Color  
 PACKAGING: Amaray    WIDESCREEN: No  
 LENGTH: Est. 75 min.    AUDIO FORMAT: Stereo  
 GENRE: Sports    UNITS PER CARTON: 30  
 YEAR: 2011

## COMP TITLES



**THE  
PHILADELPHIA  
PHILLIES 2008  
WORLD SERIES  
COLLECTOR'S  
EDITION**



**2007 WORLD  
SERIES  
HIGHLIGHTS**



**CAT NO.** AAAE248210    **UPC** 7-33961-24821-0    **ISBN** 1-4229-4227-9