

**SYNOPSIS:** For years, baseball's epicenter sat at 161st Street and River Avenue in the Bronx, New York. For more than 80 years, fans and ballplayers congregated on sultry summer days and chilly October nights to witness history. They cheered their hearts out, realized their dreams and healed their souls in this ultimate baseball cathedral. Yankee Stadium meant so much to so many, and Yankees players and fans enjoyed all of their seasons in the House That Ruth Built before making their way to the new Yankee Stadium in 2009. **YANKEE STADIUM: BASEBALL'S CATHEDRAL** will celebrate the entire spectrum that made this ballpark the most talked about sports structure in the entire world.

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# YANKEE STADIUM: BASEBALL'S CATHEDRAL

*Celebrate the history of the original Yankee Stadium!*

- The original Yankee Stadium was one of the most historic sports facilities in the world. For 85 years it was the home stadium to the New York Yankees, the most successful franchise in Major League Baseball.
- Value priced at \$14.95 and released to coincide with the MLB All-Star game.
- Release includes some of the greatest moments in Yankee Stadium history, such as Mickey Mantle's 1964 World Series Game 3 Walk-off HR, Derek Jeter's 2001 ALCS dive, Lou Gehrig's famous speech, and more.
- Multi-media marketing campaign to include partnership with the MLB Network, the New York Yankees (over 3.2MM Facebook friends) online, print, and affiliated markets targeting men's lifestyle and sports pubs, blog infiltration, and on-air giveaways and promotion.

## PRODUCT INFORMATION

**BONUS FEATURES:** Lou Gehrig Speech; Mickey Mantle's 1964 World Series Game 3 Walk-Off HR; The 9th Inning Of The 1999 World Series; The 9th Inning Of Jim Abbott's No Hitter; Yankees Return After Thurman Munson's Funeral; Derek Jeter's 2001 ALDS Dive and more

**SRP:** \$14.95 CAN \$16.95

**FORMAT:** Single

**PACKAGING:** Amaray

**LENGTH:** 168 mins. Including extras

**GENRE:** Sports

**YEAR:** 2008

**LANGUAGE:** English

**COLOR:** Yes

**WIDESCREEN:** Yes

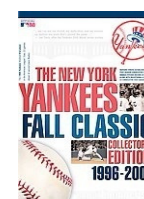
**AUDIO FORMAT:** Stereo

**UNITS PER CARTON:** 30

## COMP TITLES



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