

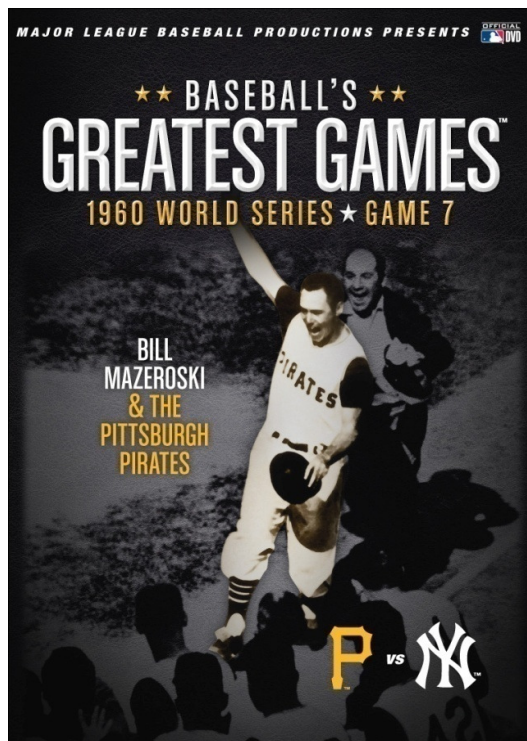
PREORDER **AUG 9** RELEASE **SEPT 6**

NEW RELEASE: **SPORTS**

BASEBALL'S GREATEST GAMES: THE 1960 WORLD SERIES, GAME 7

Bill Mazeroski and the Pittsburgh Pirates win the Fall Classic!

- The 1960 World Series, which pitted the Pittsburgh Pirates VS the New York Yankees, was one of the most memorable championship games in baseball history and is the ultimate sports cinderella story.
- Disc features Game 7 of the series, billed as "The Maz Game," which was won by Bill Mazeroski's extremely rare walk off home run, the first and only time a World Series was won in this fashion.
- A recording of this long-lost game was found by the estate of Bing Crosby (one-time part owner of the Pittsburgh Pirates) . This classic sports moment is now available for the first time ever on DVD!
- This value-priced single includes the original 1960 television broadcast of the game in its entirety plus the alternate radio play-by-play
- National marketing campaign will encompass all forms of media including huge Pittsburgh media blitz (theatrical events and local press), Television Spots (MLB Network, HISTORY, and select local sports stations), Internet (MLB.com, top sports blogs) and Radio (top sports stations WFAN, WEEI, etc) as well as grassroots and promotions with the clubs.
- Social media campaign will be utilized to activate fans and promote the Baseball's Greatest Games line.
- Wide PR campaign capitalized on the game's national appeal (Sports Illustrated, Sporting News and top websites) as well as targeted outreach to the Pittsburgh fanbase.



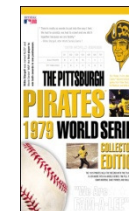
SYNOPSIS: The 1960 World Series, which pitted The Pittsburgh Pirates against The New York Yankees, was a classic sports cinderella story. This David VS Goliath matchup came down to a historic Game 7, which ended with the Pirates' Bill Mazeroski winning the game and the series with the first ever walk off home run. Now, this epic Game 7 (now known as "The Maz Game") will be available for the first time ever on DVD.

PRODUCT INFORMATION

SRP: \$12.95 U.S.
FORMAT: Single
PACKAGING: Amaray
LENGTH: 141 min.
GENRE: SPORTS
YEAR: 2011

LANGUAGE: English
COLOR: Color
WIDESCREEN: No
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

RELATED & RECOMMENDED



The Pittsburgh Pirates: 1979 World Series



World Series Film Collection

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