

2008 Lancaster Barnstormers Attendance Notes

Press Release
Friday August 1, 2008

ATTENDANCE SURGE **'Stormers Attendance Up From 2007**

Here's another chance to say thanks to YOU—the fans! You are part of an attendance surge in 2008 at Clipper Magazine Stadium. Clipper Magazine Stadium attendance through the first 42 home games of the season is ahead of last season's pace, both in total attendance and on a game-by-game average. The Barnstormers are averaging 5,139 fans per game for a total of 210,712. One game has been postponed due to rain. After game number 42 in 2007, the Barnstormers averaged 4,773 fans per game for a total of 186,160 with two games rained out.

"We're hearing a lot this summer about the difficulties from high gasoline and food prices, but business at the ballpark is good," Barnstormers general manger Kevin Cummings said. "We pride ourselves on being one of the best venues for affordable family entertainment in Lancaster County. We're fun—and we're right down the road." Barnstormers attendance ranks third in the eight-team Atlantic League, behind Long Island (5,914) and Somerset (5,476).

"Our fans continue to amaze us with their support," Cummings said. "With another month and a-half of the summer still to go, plus some great promotions and giveaways along the way, we're going to continue to work hard to earn their loyalty." Clipper Magazine Stadium attendance has perennially been ranked among the top 50 minor league ballparks in the United States and Canada.

Total 2008 Game Attendance:	343,720
Average 2008 Home Game Attendance:	5,130

Attendance Highlights

Set Atlantic League attendance record on **Opening Night with 8,484 fans.**

Over 20,000 fans – Opening Weekend.

May 25th – 7,360 fans – *Fireworks & Beach Bag Giveaway sponsored by Ephrata Community Hospital*

June 13th – 6,627 fans – *War of the Roses with Fireworks sponsored by Engle Publishing*

June 25th – 6,016 fans – *Fireworks w/ Nellie Fox Commemorative Plaques sponsored by Commerce Bank*

July 4th – 6,804 fans – *Fireworks sponsored by Kellogg's & Patriotic Jersey Auction sponsored by Wheatland FCU*

July 19th – 6,504 fans – *Fireworks sponsored by Warful Construction*

August 2nd – 6,633 fans – *Baseball Hat Giveaway sponsored by Lancaster General Heart Center*

August 16th – 7,682 fans – *Fireworks sponsored by Commonwealth Connections Academy & Baseball Giveaway sponsored by Engle Publishing*

September 20th - 8,355 fans – *Fireworks sponsored by OAL and War of the Roses sponsored by Engle Publishing*

2008 Lancaster Barnstormers Team Notes

In 2008, we have exceeded previous years in terms of returning players to Major League affiliated organizations. Some notables in 08' were OF Brian Stavisky (Anaheim Angels), 3B Vasili Spanos (Florida Marlins), SP Zach Parker (Texas Rangers), SS Jason Perry (Atlanta Braves), OF Jared Ball (Houston Astros). In addition to players moving to Major League organizations, 6 Barnstormers players were recognized as selections to the Atlantic League All-Star game, including OF Michael Woods, SS Danny Gonzalez, INF Lloyd Turner, SP Erick Ackerman, RP Ryan Cullen, RP Judd Songster



With 2008 came a new chapter for the Barnstormers with the introduction of new manager and former Philadelphia Phillie Von Hayes. Von quickly installed a new type of style to the Barnstormers with an emphasis on hustle and hard play. As the season went on, Von's leadership started paying off as the 'Stormers had a great finish making a strong push to the playoffs. The team finished with a 64 – 76 overall record (34 – 36 the second half of the season), and although the goal of reaching the playoffs wasn't achieved, it showed that there is a promising future for Barnstormers baseball under Von Hayes. 2008 also brought a new type of player, with the signings of former Major League players that enhanced the quality of play at the Clip. Most notable was first baseman and former Minnesota Twin Matt LeCroy who quickly established himself as a clubhouse and fan favorite!

Non-Baseball Events at Clipper Magazine Stadium



Kenny G Live at Clipper Magazine Stadium Presented by Smooth Jazz 92.7 FM

On July 27, Grammy Award winner Kenny G played an incredible concert at the Stadium. People from all over the tri-county area came to see this unique evening of jazz, drawing over 4,000 for the night, including many first timers to the ballpark!

Gov. Sarah Palin Campaign Rally –

On October 18th, over 7,000 supporters came to the Stadium for Vice Presidential candidate Gov. Sarah Palin. The event was very unique, brought a lot of first timers to the ballpark, and received national coverage.



Non-Baseball Events at Clipper Magazine Stadium



PSAC College Baseball Tournament –

Pennsylvania's top college baseball conference held its postseason tournament and championship game here at Clipper Magazine Stadium. The tournament represents many different colleges in the area and brought in over 3,000 fans to the Stadium.

Lancaster / Lebanon Baseball Championship –

The premiere High School baseball event in the area was hosted at the Stadium. This year's event featured Hempfield High School vs. Manheim Township and brought in over 2,000 spectators to the Stadium.



Beatles Tribute Band Concert “The Remnants” –

Renowned Beatles Tribute band, The Remnants performed a concert to benefit local charities in front of a crowd of 2,000 individuals.

Solanco HS Graduation -

The 2008 High School class of Solanco held their graduation here at Clipper Magazine Stadium. Over 3,000 supporters attended to congratulate the 319 graduating seniors.

Corporate Events –

Clipper Magazine Stadium hosts a variety of corporate events that range from holiday parties, training seminars, expos, trade shows, meetings, etc. Through the various corporate events, and additional 25,000 individuals came to the Stadium.



The Ice Park at Clipper Magazine Stadium

Going into it's third year, The Ice Park at Clipper Magazine Stadium has established itself as a popular, one of a kind, experience for those in the Lancaster area in the Fall and Winter months. In terms of exposure, last year's Ice Park brought in over 25,000 skaters. Furthermore, the make-up of those skaters comes from a variety of ages, teenagers & college students looking to have a fun night out, to families, and adults coming with friends and family. As always, the demo for The Ice Park is very gender balanced, making a great target demographic for exposure!



New Additions / Attractions at Stadium

Wheatland Federal Credit Union Home Run Harbor

Going with this year's theme of "Come Out & Play" the Clip introduced an attraction unseen in any level in professional baseball; our one of a kind Bumper Boat Pool. Fans of all ages packed the Harbor for a chance to ride the boats, bump friends under the waterfall and have squirt gun battles! An addition to the stadium that will be fun for years to come, and a testament to providing affordable family entertainment to all in the area.



Digital Marquee Sign

On the exterior of the Stadium, we have installed a new digital marquee sign facing the busy traffic of Prince Street. The marquee sign features a digital board in which scrolling texts/animations promote upcoming events, sponsors, promotions, games, etc at the Stadium. It will be a great tool to further promote the many events here at the Stadium all year round as well as provide further value and exposure to sponsors.