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## THE HUNT FOR A 'RED' OCTOBER BEGINS

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*(Author's note: Press release originally composed St. Louis Sports Commission.)*

### **FOR IMMEDIATE RELEASE**

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### **THE HUNT FOR A 'RED' OCTOBER BEGINS**

#### **OFFICIAL CARDINALS PEP RALLY AND STREET FEST LEADS OFF 2003 CAMPAIGN ON MONDAY**

ST. LOUIS – March 31, 2003 – The Cardinals hunt for a 'red' October kicks off with Opening Day, St. Louis-style, at 11 a.m. That's the first pitch of sorts for which promises to be another exciting season in Baseball City, USA.

Leading off the (holi)day will be the **Cardinals Opening Day Street Festival**. Commencing at 11 a.m., Walnut Street between Stadium Plaza and Broadway will be buzzing with activities, giveaways, food and live entertainment. At noon, the Cards' broadcasters, management, and civic dignitaries will take the stage by the Plaza of Champions – just outside Gate 7 – for the **Official Cardinals Opening Day Pep Rally**. New Cardinals' broadcaster **Wayne Hagin**, along with fellow broadcasters **Al Hrabosky** and **Mike Shannon**, are scheduled to speak. Also included in the program will be Cardinals' owners **Fred Hanser and Bill DeWitt, Jr.**, as well as team President **Mark Lamping** and General Manager **Walt Jocketty**. The rally will last about one hour; the street festival will conclude at 1:45 p.m., just in time for pregame ceremonies, scheduled to begin at 2:30 p.m. First pitch vs. the Brewers is on tap for 3:10 p.m.

The Official Cardinals Opening Day Pep Rally & Street Festival is sponsored by Downtown St. Louis Partnership, Fox Sports Net Midwest, KMOX News / Talk 1120, KPLR-TV WB-11, the Regional Chamber & Growth Association, the St. Louis Cardinals, St. Louis Post-Dispatch, and the St. Louis Sports Commission.

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