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CONTACT: Kevin Reichard
608.836.3730
kreichard@augustpublications.com

Brooklyn Cyclones' Ambush Baseball is Ballpark Digest's Promotion of the Year

It was a promotion that worked on several levels, with plenty of heart and an effective way to announce the launch of the 2015 season. That's why Ambush Baseball from the Brooklyn Cyclones was named Ballpark Digest's Promotion of the Year Award for 2015.

"We've always held that the best promotions in baseball stand out in the media clutter because they touch the emotions of fans," said Ballpark Digest Publisher Kevin Reichard. "While Ambush Baseball wasn't necessarily the most elaborate of promotions of the 2015 season, it certainly was the most heartfelt – and the team's fans responded."

"We are honored to have our Ambush Baseball event recognized as Promotion of the Year by Ballpark Digest," said Cyclones Vice President Steve Cohen. "But even without that recognition, seeing the smiles on the faces of the players, coaches, parents and friends that night at the ballpark, was one of the most memorable moments in the 15 years of Cyclones baseball."

The premise of the promotion is simple. As two Brooklyn youth baseball teams were preparing for a game, a bus pulls alongside the field. Out comes King Henry (Guy Zoda), the very distinctive onfield entertainer for the Cyclones, announcing that the teams – by royal decree, no less – were to play their game at MCU Park.

But not just play their game: the Bluebirds and the Ice Screaming Eagles dressed in the MCU Park clubhouses, were cheered on by team cheerleaders and mascots, and saw their faces displayed on the videoboard.

[You can see for yourself in this video.](#)

“An experience like this is what every youth baseball player dreams of – and the Cyclones made those dreams come true.” Reichard added. “Seeing those kids having the time of their life is what baseball is all about.”

ABOUT THE BALLPARK DIGEST AWARDS

Each year Ballpark Digest honors noteworthy accomplishments in the baseball world, whether it be Major League Baseball, Minor League Baseball, independent baseball, summer-collegiate baseball or college baseball. Team officials and readers are asked to submit nominations for awards in specific categories; Ballpark Digest editors then go through the submissions (numbering some 400 pages of documentation in 2015), consulting with industry leaders before a final decision. This is the seventh season for the Ballpark Digest Awards. A complete listing of Ballpark Digest Awards can be found at www.ballparkdigest.com/awards. The award winners will be honored at a Baseball Winter Meetings reception.

ABOUT BALLPARK DIGEST/AUGUST PUBLICATIONS

The leading Website covering the culture and business of baseball since its inception in 2002, Ballpark Digest (www.ballparkdigest.com) has been called an “indispensable” guide to baseball and ballparks by *The New York Times*; it’s been used as a source by publications and Websites ranging from *The Wall Street Journal* to *Epicurious.com*. August Publications is a publisher based in Middleton, Wis. Besides Ballpark Digest, August Publications websites include SpringTrainingOnline.com, ArenaDigest.com, SoccerStadiumDigest.com and FootballStadiumDigest.com.

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