



PRESS RELEASE

245 PARK AVENUE • NEW YORK, NY • 10167 • 212-931-7800

FOR IMMEDIATE RELEASE

April 1, 2010

MLB AND 'PEOPLE' MAGAZINE ANNOUNCE RETURN OF "ALL-STARS AMONG US" NATIONAL CAMPAIGN HONORING EVERYDAY HEROES WHO MAKE A DIFFERENCE IN THE COMMUNITY

30 Winners to be Honored at the Pre-Game Ceremony of the 2010 MLB All-Star Game July 13th on FOX
And One Winner to be Featured in 'PEOPLE'

Nominations Accepted Beginning Today at PeopleAllStars.com

Major League Baseball and PEOPLE magazine today announced the return of its national "All-Stars Among Us" campaign, which debuted in 2009 and recognizes individuals who are serving their communities in extraordinary ways. "All-Stars Among Us" served as the centerpiece of a memorable pre-game ceremony at the 2009 All-Star Game in St. Louis featuring a video tribute by all five living U.S. Presidents and culminating with President Obama throwing out the ceremonial first pitch. A total of 30 everyday All-Stars, one representing each MLB Club, will attend and be honored throughout 2010 MLB All-Star Week in Anaheim, Calif., including during the pre-game ceremony of the All-Star Game on July 13 on FOX.

For the last 35 years, PEOPLE has told stories of everyday 'heroes' whose acts of courage, commitment, strength and compassion are changing the lives of others. The "All-Stars Among Us" campaign will again extend the PEOPLE "Heroes Among Us" franchise and will be a fully integrated online contest.

Beginning today and running through May 14, fans are encouraged to visit PeopleAllStars.com to nominate themselves or other community "All-Stars" they know who are "going beyond" in extraordinary ways. This year, the nomination period will begin earlier to coincide with Opening Day and will be supported by a :30 TV spot highlighting the "All-Stars Among Us" program during ESPN's Sunday Night Baseball coverage of the Yankees and Red Sox on Opening Night, April 4 beginning at 8:00 p.m. ET. Additionally, a version of the TV spot will be running throughout the nomination and voting periods.

Three finalists per Club will then be announced and the public will be encouraged to vote online from May 31 – June 20 for one winner among these finalists to represent each Club at the 2010 MLB All-Star Game,



the premiere sporting event of the summer. All 30 winners will be included in the All-Star Week festivities in Anaheim, Calif. and will be on the field during the All-Star Game pre-game ceremony on FOX. One winning "All-Star Among Us" will be featured in PEOPLE editorial the week of the MLB All-Star Game.

"Honoring the 'All-Stars Among Us' last year in St. Louis was truly a defining moment in a very memorable year for baseball, one in which we dedicated ourselves to recognizing baseball's role as a social institution and the importance of "Going Beyond" by giving back to the community," said Baseball Commissioner Allan H. (Bud) Selig. "We have been so pleased to hear about the tremendous impact this recognition has had on the community organizations and programs run by last year's 30 winners, and we're proud to once again partner with PEOPLE magazine to recognize another deserving group of people who should be an inspiration to us all."

"Showcasing the inspiring work of everyday "Heroes Among Us" has been an essential aspect of PEOPLE's editorial mission for the last 35 years," said PEOPLE Managing Editor Larry Hackett. Time Inc. Style & Entertainment Group President Paul Caine adds: "We are excited to continue our partnership with MLB, an organization that shares PEOPLE's commitment to recognizing the selfless work of everyday individuals across the country, and we truly value the impact this campaign had on our "All-Stars" and their chosen causes. We encourage all fans and readers to nominate someone in their community."

Last year's winner representing the Boston Red Sox, Rob Dixon, who founded Project RISE, a non-profit organization that transforms at-risk youth into serious students, added, "The exposure this recognition brought to Project RISE literally turned us from a small, local organization into one getting national and even international support. It was incredible to interact with so many others who have the same commitment level and passion for community service. There are so many people out there doing quality work in our communities who don't have the resources and don't get the recognition they deserve, so this is a great thing that Major League Baseball and PEOPLE magazine are doing, and I encourage everyone to nominate someone deserving."

About the 2010 Major League Baseball All-Star Game

The 81st Major League Baseball All-Star Game will be played on Tuesday, July 13th in Anaheim and will feature the best of the American League taking on the top players of the National League. Building up to the excitement of the All-Star Game, Major League Baseball will conduct a wide variety of special events and charitable activities for fans both inside and outside of Angel Stadium of Anaheim. At the ballpark, the events will include Taco Bell All-Star Sunday on Sunday, July 11th featuring the XM All-Star Futures Game and the Taco Bell All-Star Legends & Celebrity Softball Game, and Gatorade All-Star Workout Day on Monday, July 12th featuring the State Farm Home Run Derby. Outside of the ballpark, fans will have an opportunity to experience All-Star Summer through a variety of special events including Major League Baseball All-Star FanFest, the five-day interactive fan festival; the All-Star Game Charity 5K & Fun Run, a charity run/walk on a baseball-themed route to benefit four cancer organizations; and the MLB All-Star Game Red Carpet Show presented by Chevy, a free parade of All-Stars through the streets of Anaheim. The Midsummer Classic will be televised nationally on FOX and will be shown around the world by Major League Baseball International. For more information about 2010 All-Star Summer, visit www.AllStarGame.com.

About PEOPLE Magazine

PEOPLE revolutionized personality journalism in 1974 and is today the world's most successful and popular magazine. Each week, the PEOPLE brand brings more than 43 million consumers the latest news, exclusive interviews and in-depth reporting on the most compelling people of our time. In addition to unparalleled access to the entertainment community, the stories of real-life "Heroes Among Us" remain an essential component of PEOPLE's editorial approach. PEOPLE.com is the premier web destination for celebrity news, photos, style and entertainment coverage. With reporters across the globe, PEOPLE is headquartered in New York City. For more information visit www.people.com.

###

Contact: Jeff Heckelman or Lauren Verrusio, Major League Baseball, (212) 931-7878
Marnie Perez or Ronde Coletta, PEOPLE, (212) 522-6300