



FOR IMMEDIATE RELEASE:

Louisville Slugger Museum & Factory Celebrates Total Eclipse with Commemorative Mini-Bat Giveaway & Astronomical Deal on Tickets

*First 148 Guests from August 19 - 21 Receive Special Eclipse Mini-Bat
Plus, Moonshot BOGO Deal for Everyone*

Louisville, KY – August 11, 2017 – Sometimes a homerun is so heavenly it’s called a “moonshot.” In honor of Kentucky’s historic view of the upcoming total eclipse, [Louisville Slugger Museum & Factory](#) shoots for the moon and swings for the fences with a specially-designed mini-bat commemorating the eclipse, plus a Moonshot BOGO ticket deal.

Once in a blue moon, the Bluegrass State is perfectly positioned for a total eclipse. The last time Kentucky was so well-situated for the phenomenon was 148 years ago, on August 1, 1869. To mark 2017’s solar sensation, the first 148 guests each morning on August 19, 20, and 21 will receive a total eclipse mini-bat.

The special bats are a “midnight blue” color with silver graphics that feature a baseball-themed moon eclipsing the sun, including partial eclipses on each side as the moon moves across the sun. The commemorative wording and date on the barrel is done in a vintage NASA-style lettering for an out-of-this-world space theme. The bat will also be sold in the Museum Store.

In addition, all guests will enjoy stellar savings with the museum’s Moonshot BOGO: Buy-One-Get-One Free admission all day from August 19 – 21.

Louisville also has an Eclipse connection to baseball that is currently on display at the museum. The city was home to several Louisville Eclipse baseball teams in the 1800s. Entitled, *Louisville’s Eclipse*, the display includes rare artifacts and engaging reproductions that allow guests to page through scorebooks from the 1880s and follow the exploits of Louisville Eclipse superstar hitter, Pete Browning, the original “Louisville Slugger.” The display will be up through the end of August.

“We love creating mini-bats for major events, and The Great American Eclipse is definitely a major-league matter for Kentucky,” says Anne Jewell, VP/Executive Director, Louisville Slugger Museum & Factory. “A half-million people are expected to visit our state to see the eclipse, and it’s exciting for residents too, so we’re over-the-moon about offering a commemorative mini-bat, discounted tickets, and a special exhibit,” she added.

Included with the Moonshot BOGO admission is entrance to the museum’s latest temporary exhibit, *Big Leagues, Little Bricks*. The original exhibition includes hip portraits of baseball superstars, dynamic conceptual sculptures of iconic baseball moments, and show-stopping replicas of historic baseball stadiums made from LEGO® bricks!

The exhibit joins an already impressive line-up at Louisville Slugger Museum & Factory. Admission to the museum includes interactive exhibits, a short feature film, historic memorabilia, the World's Biggest Baseball Bat and an award-winning factory tour.

As an added bonus, all guests receive a free souvenir mini-bat at the end of their factory tour. Tours are given seven days a week and guests are guaranteed to view bat production on each tour. A trip to Louisville Slugger Museum & Factory makes for a great weekend getaway. Chicago is a short five-hour drive to downtown Louisville.

About Louisville Slugger Museum & Factory:

Experience history-in-the-making as you stroll through the factory where world-famous Louisville Slugger bats are created. Award-winning factory tour, newly renovated galleries with interactive exhibits, historic memorabilia, and more. Create a Louisville Slugger bat with your very own name on it, just like the pros. Louisville Slugger Museum & Factory, 800 West Main Street, is open Monday – Saturday, 9 a.m. – 5 p.m., and Sundays 11 a.m. – 5 p.m., with extended summer hours. Admission is \$14 for adults, \$13 for seniors (60+), \$8 children (6-12), and free for children 5 and under. For more information, including holiday hours and extended summer hours, visit sluggermuseum.com or call 502-588-7228, or find us on Facebook (@[sluggermuseum](https://www.facebook.com/sluggermuseum)), Twitter (@[sluggermuseum](https://twitter.com/sluggermuseum)), and Instagram (@[slugger_museum](https://www.instagram.com/slugger_museum)).

MEDIA CONTACT: Matt Willinger / 502-931-4852 / MWillinger@Bisig.com