



**FOR IMMEDIATE RELEASE:**

## **Louisville Slugger Museum & Factory Honors Derek Jeter & Mother's Day with Special Mini-Bat Giveaways**

*First 500 Guests Get Jeter Mini-Bats on Saturday  
Moms Receive Specially Branded Pink Mini-Bats on Sunday*

**Louisville, Ky. – May 8<sup>th</sup>, 2017 - [Louisville Slugger Museum & Factory](#)** will celebrate baseball hero Derek Jeter and Moms everywhere next weekend with two days of special mini-bat giveaways on Saturday, May 13<sup>th</sup> and Sunday, May 14<sup>th</sup>.

### **Derek Jeter Signature Mini-Bats - Saturday, May 13<sup>th</sup>**

Former New York Yankees superstar and World Series Champion, Derek Jeter, will have his jersey number officially retired by the Yankees on Saturday, May 14<sup>th</sup>.

As a salute to “The Captain” and his enduring loyalty to Louisville Slugger bats throughout his legendary career, the museum’s first 500 guests on Saturday, May 13<sup>th</sup>, will receive a free mini-bat with Jeter’s signature branded on the barrel. The bats are black with silver branding, just like the style used by Jeter. In addition to the mini-bats giveaway, full-size replica bats of Derek Jeter’s P72 model bat will be used as prizes for games and drawings throughout the day.

In addition, fans can hold a bat used by the future Hall of Famer in the museum’s Hold a Piece of History display. There is also a tribute to Jeter in the museum’s current exhibit *Big Leagues, Little Bricks*, which features an amazing portrait of the Yankees’ slugger assembled from 5,000 LEGO® bricks.

*Big Leagues, Little Bricks* is an original exhibition that features hip portraits of baseball superstars, dynamic conceptual sculptures of iconic baseball moments and stadium replicas all built with LEGO® bricks.

During his 20-year career and more than 12,500 plate appearances, Jeter took every swing with a Louisville Slugger P72 model. He finished his career with an impressive .310 lifetime batting average and 3,465 hits (sixth all-time). As a tribute to Jeter, Louisville Slugger retired the P72 bat model number in recognition of his brilliant career.

### **Pink Mini-Bats & Free Admission for Moms - Sunday, May 14<sup>th</sup>**

The museum’s Mother’s Day tradition continues with free admission all day for moms and beautifully branded pink mini-bats designed as a heartfelt “thank you” to these special ladies.

“Two of our favorite topics come together for a delightful doubleheader on this very special weekend,” said Anne Jewell, VP and Executive Director of Louisville Slugger Museum & Factory. “Derek Jeter remains an admired ambassador for baseball and we join in saluting him as his jersey number is retired. We also enjoy tipping our cap to moms on Mother’s Day. Flowers only last so long, but a pink Mother’s Day mini-bat never wilts,” she said.

**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](http://sluggermuseum.com) or call 502-588-7228.*

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