

2017 CUBS
CONVENTION



FOR IMMEDIATE RELEASE:

Louisville Slugger Museum & Factory Brings Interactive Fan Exhibit to 2017 Cubs Convention

*Anthony Rizzo & Jake Arrieta Silver Slugger Awards on display
Exhibit features "old-fashioned" bat-making demonstrations, game-used bats & fan giveaways*

Chicago, IL – December 20, 2016 – [Louisville Slugger Museum & Factory](#) will hit the road with an interactive baseball experience created exclusively for fans attending the 2017 Cubs Convention, taking place January 13th through the 15th, at the Sheraton Grand Chicago.

The interactive "Mobile Museum" will celebrate the Cubs' 2016 World Series Championship and is highlighted by **Anthony Rizzo** and **Jake Arrieta** Silver Slugger Awards. In addition, there will be bat-making demonstrations, where the museum showcases the "old-fashioned" way of making a bat by hand.

Other highlights include game-used and replica bats from Chicago's favorite Cubs, free museum passes and fun family photo opportunities with the museum's Big Bat and Big Glove. There will also be Signature Rubbing Boards allowing fans to make their own souvenir rubbing from the branded signatures of the Cubs' greatest players. It's a mobile museum version of Louisville Slugger Museum & Factory's esteemed Signature Wall.

"This year's annual Cubs' Convention will be a can't-miss event and we're thrilled to participate with an interactive exhibit custom-made for Chicago baseball fans," said Anne Jewell, Executive Director at Louisville Slugger Museum & Factory. "Chicago is one of baseball's most passionate cities and we've handpicked this line-up of great memorabilia and experiences to match the enthusiasm and passion for the World Series Champs," she said.

Fans attending the upcoming Cubs Convention will have the opportunity to win great one-of-a-kind items like a personalized Louisville Slugger baseball bat or a commemorative **Andre Dawson** Living Legend bat, signed by the Hawk himself.

Bat-Making Demonstrations

Louisville Slugger Museum & Factory invites fans to watch the museum's live bat-making demonstrations as a craftsman will use a hand-turning lathe to showcase the "old-fashioned" way of making a baseball bat by hand. With wood chips flying, the demonstration is a spectacle to see and a showcase that is sure to delight crowds of all ages.

Fans can “Hold a Piece of History”

The interactive exhibit will also allow fans the chance “Hold a Piece of History”, with the rare opportunity to actually touch and hold game-used bats from current and past Cubs’ players including **Andre Dawson, Joe Tinker, Ron Santo and Sammy Sosa**. In addition to the gamers, replica bats for fan favorites **Ernie Banks, Ryne Sandberg, Kris Bryant, Jason Heyward, Billy Williams and Pete Browning** will be on display and available for fans to inspect and hold.

The game-used bats join 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.

The museum, which opened in 1996, remains one of Louisville’s most popular attractions. The Louisville landmark features a wide range of exhibits, where visitors can hold game-used bats from some of the game’s greatest hitters, face down a 90-mph fastball and check out more than 6,000 autographs from major leaguers.

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 Cubs Convention

2017 marks the 32nd year for the annual Cubs Convention that gives fans an opportunity to get up close and personal with their baseball heroes. This year's convention takes place, January 13th through the 15th, at the Sheraton Grand Chicago. Highlights of the 2017 Cubs Convention include a special World Series Championship celebration with players, coaches and alumni along with the 2016 World Series Trophy making an appearance. As always there will be autograph opportunities, panel sessions, traditional fan-favorite activities, question and answer sessions, memorabilia, interactive areas and vendor booths and more. A portion of the proceeds from Cubs Convention benefits Cubs Charities.

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.

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