

CLEVELAND INDIANS LAUNCH 2010 “FILL THE HOUSE FOR CHARITY”

***The Cleveland Indians Continue Community Outreach Initiative
to Support and Raise Awareness for 13 Local Non-Profit Organizations***

***Every Wednesday Home Game in 2010 to Showcase a Local Non-Profit Organization at Progressive Field
Including \$5 Donated for Every Ticket Sold by Charity and
\$1 Donated to Charity for EVERY Paid Ticket that Game***

CLEVELAND, OH --- The Cleveland Indians today announced the return of the popular and successful community outreach initiative “**Fill the House for Charity**”. For 13 Wednesdays throughout the 2010 Major League Baseball season the Cleveland Indians will partner with a NE Ohio non-profit organization to provide much-needed funds and the opportunity to raise awareness for their specific cause. In its inaugural season in 2009, this initiative raised more than \$600,000 in monetary and in-kind donations for 13 NE Ohio non-profits.

The Indians organization works to improve the quality of life and share the spirit of citizenship and community with those living in and around Cleveland while using the great game of baseball as the backdrop. Through the Cleveland Indians Community Outreach Department, the Indians are dedicated to supporting programs, groups and activities that make a positive impact on families, fans and citizens of Northeast Ohio.

Each participating non-profit organization will generate revenue through the sale of discounted Indians tickets for their specific game and utilize Progressive Field to share their goodwill message. The Indians will donate \$5 per every ticket sold by the agency, as well as donate an additional \$1 for every ticket sold to their game. The more people “in the house” at Progressive Field – the more revenue generated for a worthwhile cause.

The 13 “Fill the House” participating service agencies will also receive a variety of event promotions, day of game presence and sales initiative tools such as in-game mentions, in-game check presentation and various auction items to help raise additional funds (suite, autographed items, ceremonial first pitch, etc.). In addition, the Indians will provide promotional support to help raise awareness for the Charity and its event date. This includes radio and TV network promotions, a webpage dedicated to Fill the House for Charity, inclusion in each game day’s Batter Up! program and a scoreboard feature showcasing the organization. Each organization will have a presence throughout various areas of Progressive Field on their designated game date.

By attending “Fill the House” Wednesday games during the 2010 season, Tribe fans will be able to share the positive mission of each local non-profit. Enjoy Indians Baseball and support a cause close to your heart—a winning combination!

Below is the list of participating non-profits that appreciate your support.

2010 PARTICIPATING FILL THE HOUSE FOR CHARITY ORGANIZATIONS

Game Date	Opponent	Organization
April 14th	Texas	Salvation Army of Greater Cleveland
May 5th	Toronto	Our Lady of the Wayside
May 19th	Kansas City	American Cancer Society
May 26th	Chicago	Diversity Center of Northeast Ohio
June 9th	Boston	March of Dimes
June 16th	NY Mets	Leukemia & Lymphoma Society
June 30th	Toronto	Center for Families and Children
July 28th	NY Yankees	Special Olympics
August 11th	Baltimore	United Way of Greater Cleveland
August 25th	Oakland	Diabetes Association of Greater Cleveland
September 1st	Chicago	Shoes and Clothes for Kids
September 15th	Los Angeles	American Red Cross of Greater Cleveland
September 29th	Detroit	Ronald McDonald House of Cleveland

For more information on Fill the House visit indians.com/fillthehouse or call 216.420.HITS.