



MILWAUKEE BREWERS BASEBALL CLUB

NEWS & NOTES

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WORLD PREMIERE OF RACING SAUSAGES “THIS IS SPORTSCENTER” SPOTS SET FOR FRIDAY AT MILLER PARK

MILWAUKEE—The Klement’s World Famous Racing Sausages will take one more step toward immortality tomorrow with the World Premiere of their two “This is SportsCenter” spots at Miller Park.

One spot will air for the first time ever on the Miller Park video board just prior to the Sausage Race during the sixth-inning break. The other will debut earlier in the game (specific time TBD). The commercials are expected to begin airing on ESPN next month.

“This is the first-ever Hollywood Premiere at Miller Park and we’re thrilled that it features our own homemade talent,” said Rick Schlesinger, Brewers Executive Vice President – Business Operations. “The world will now see that the Klement’s Racing Sausages are not just world-class athletes but also among the greats of Hollywood entertainers.”

The Sausages will take time from their busy schedules to mingle with their many fans during tomorrow’s U.S. Bank Autograph Friday, scheduled to be held prior to the Brewers 7:05 p.m. game against the Twins. From 5:45-6:05 p.m., all four Sausages will all be available for autographs at a station on the field.

ESPN’s award-winning “This Is SportsCenter” creative staff selected the Racing Sausages to be featured in their latest campaign to promote their SportsCenter telecasts and anchors. The quartet jetted off after their award-winning Opening Day performance at Miller Park to tape the spots at the ESPN Studios in Bristol, Conn.

One spot features the Racing Hot Dog in a dramatic lead role, backed by his three mates, while the other features all four Sausages. ESPN SportsCenter Anchor Stuart Scott also stars with the vignettes tackling the difficult issues of cannibalism and comparisons of the Sausage Race to the “Running of the Bulls.”

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