

NFL
IT'S ROMO
TIME (REALLY)

MLB
THE ART
OF SLIDING

MMA
KING OF THE
TAP-OUT

ESPN

KENNY
MAYNE
GRILLS TIM
TEBOW ON

That Google Girl,
His Secret Vice
and What Jesus
Would Tweet



THE GATORS'
ONE TRUE SHOT
AT IMMORTALITY



THE VEECKIES!

MINOR LEAGUE TEAMS WILL DO JUST ABOUT ANYTHING to put butts in the seats, and you can pretty much forget the "just about" part. In the spirit of the late, great MLB owner and showman Bill Veeck, we proudly present our annual Veeckie Awards to those maestros of mayhem who threw caution (and taste) to the wind.

BEST PAIN FOR GAIN

WINNER Quad Cities (Davenport, Iowa) River Bandits (Cardinals, Class-A)

PROMO Team Tattoo Night

The plan was simple: Bribe fans with season tickets if they got a Bandits logo tattooed on a visible part of their body. Last year, **28 diehards showed their inky pride.**

ACCEPTANCE SPEECH "To know we have 28 permanent logos floating around our community is something you can't put a price tag on," says Bandits GM Kirk Goodman. "The tickets they won, however, cost \$300."

BEST YIN AND YANG

WINNER Omaha (Neb.) Royals (Royals, Triple-A)

PROMO Four Weddings and a Funeral When the local mortuary offered up an all-expenses-paid funeral to one lucky fan, the team decided to add a silver lining by inviting four local couples to wed at the stadium.

ACCEPTANCE SPEECH "Not sure how many people actually wanted to win a casket, but the gentleman was pretty excited," says Omaha GM Martie Cordaro. "Fact is, we live and die by our promotions."



BEST POLITICALLY EXPEDIENT NAME CHANGE

WINNER Brooklyn Cyclones (Mets, Class-A)

PROMO Baracklyn Cyclones Night

On June 23—"Inaugural Tuesday" of the 2009 New York-Penn League season—the Coney Island nine donned red-white-and-blue jerseys adorned with the team's temporary name, while fans were given an Obama bobblehead and a taste of "universal health care" in the form of free Band-Aids.

ACCEPTANCE SPEECH "We got some angry e-mails from people saying, 'You wouldn't have done this if John McCain had won,'" says Cyclones communications director Dave Campanaro. "Our response was, 'You're right. McCain sounds nothing like Brooklyn.'"

BEST FREAKY FLASHBACK

WINNER Huntsville (Ala.) Stars (Brewers, Double-A)

PROMO Three straight nights of "Woodstock Remembered"

In celebration of the 40th anniversary of the iconic '60s rockfest, tie-dyed fans partied to classic rock and folk, frolicked in a mud pit and had the chance to camp out in the stadium picnic area.

ACCEPTANCE SPEECH "We had three interns who spent all three nights in a tent," says PR director Brian Massey. "One of them decided not to shower the whole time. On the second night, the other two sent him home to wash up."

BEST BELT-TIGHTENING

WINNER Mahoning Valley (Niles, Ohio) Scrappers (Indians, Class-A)

PROMO Free Liposuction

Unintentionally scheduled on "All You Can Eat Wednesday," five female finalists were whittled down to one lucky winner who was awarded free flesh removal by game sponsor Valley Surgical Arts.

ACCEPTANCE SPEECH "The first idea was to do a breast augmentation promotion," says Scrappers GM Dave Smith. "But at the end of the day, we felt that was pushing the line on family entertainment."

PROMO OF THE YEAR

BEST CELEBRATION OF LOCAL DEPRESSION

WINNER Lake County (Ohio) Captains (Indians, Class-A)

PROMO Cleveland Sports History Night

C-Town's long history of coming up short was on center stage at Classic Park, where former Browns, Cavs, Indians and even the goalie from the defunct indoor-soccer squad gathered to sign autographs and meet fans, at least those not too busy drowning their sorrows in Bill Veeck-inspired nickel beers.

ACCEPTANCE SPEECH "Most of us on staff are Cleveland sports fans," explains assistant GM Neil Stein. "We need to accept the fact that we're used to losing. But next year, we're going with 10-cent beers."

