

MILWAUKEE BREWERS BASEBALL CLUB

News & Notes

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BREWERS ANNOUNCE DETAILS FOR RETURN OF S.C.O.R.E. FOR EXCELLENCE DAY AND COMMUNITY ACHIEVERS PROGRAM *Fans Can Nominate Schools and Area Individuals for Recognition*

MILWAUKEE – The Milwaukee Brewers today announced the return of two popular community relations programs for 2011. The annual **S.C.O.R.E. for Excellence Day** returns for its sixth season, while the **Brewers Community Achievers Program** enters its third year.

S.C.O.R.E. for Excellence Day, presented by the Gordon Flesch Company, is a one-day event when players, coaches and front office personnel each go into the community to visit 30 area middle schools. While at the schools, they present a 30-minute presentation about the **S.C.O.R.E.** program. They speak to students about the importance of **S**chool and **C**ommunity; taking advantage of **O**pportunities; seeking positive **R**ole models; and striving for **E**xcellence in education. This year's **S.C.O.R.E.** for Excellence Day is scheduled for Friday, May 27, 2011.

Key to the presentation is the use of five baseballs. Each baseball is designed with one of the **S.C.O.R.E.** character messages printed on the side. During the program, the players engage children in a dialogue about the importance of these five important elements. It's a fun program that opens communication between the children and their role models.

New for 2011, the Milwaukee Brewers and Brewers Community Foundation, the Club's charitable arm, are offering a challenge to middle school students. Each participating school's students are encouraged to outline what their teacher does to foster involvement in the school, their degree of positive impact, and their demonstrated commitment to education. In recognition, each selected teacher at the 30 schools will be presented with \$1,000 for their classroom and will be invited to take part of an on-field ceremony at Miller Park on June 21, 2011.

There is also an opportunity for students to enter an online contest for the chance to win a **S.C.O.R.E.** visit to their school from a Brewers player. Between now and May 13, all public and private middle school students from grades 6-8 in Milwaukee, Ozaukee, Racine, Washington and Waukesha counties the Southeast Wisconsin Professional Baseball Park District are eligible to participate. Students must have the consent of a parent or legal guardian to enter. For more information and entry forms, go to brewers.com/score.

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**S.C.O.R.E. FOR EXCEELENCE DAY AND COMMUNITY ACHIEVERS PROGRAM,
continued**

Additionally, for the third consecutive season, the Milwaukee Brewers will honor area citizens for their extraordinary efforts in the community through the **Brewers Community Achievers Program**.

Fans can nominate a member of their community by visiting the following link on the Brewers website; brewers.com/community. Past nominees have included individuals who have engaged in acts of heroism, community program leadership, and volunteer efforts.

From April through September, the Brewers will acknowledge one winner in a pre-game ceremony at Miller Park. The winner will receive four game tickets to a pre-selected game and will throw out the ceremonial first pitch prior to the game. They will also receive a Community Achievers certificate and a gift bag filled with Brewers memorabilia. Additionally, the winner's photo and name will be posted on brewers.com during the season.

Fans can nominate their Community Achiever online throughout the season at brewers.com/community.

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