



PRESS RELEASE

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FOR IMMEDIATE RELEASE

April 22, 2009

MLB AND 'PEOPLE' ANNOUNCE "ALL-STARS AMONG US" NATIONAL CAMPAIGN

Contest to Recognize "All-Stars" – Everyday Heroes Making a Difference in their Communities

30 will be Honored at the 2009 MLB All-Star Game and One to be Featured in PEOPLE

Major League Baseball and PEOPLE today announced a national campaign, "All-Stars Among Us", that will recognize individuals who have served their communities in extraordinary ways. This initiative is part of the 2009 MLB All-Star Summer program dedicated to charitable initiatives and recognition of the important role of community service. A total of 30 everyday All-Stars, one representing each Major League Club, will attend and be honored at the 2009 MLB All-Star Game and one will be featured in PEOPLE.

For the last 35 years, PEOPLE has told stories of everyday 'heroes' whose acts of courage, commitment, strength and compassion are changing the lives of others. The "All-Stars Among Us" campaign will extend the PEOPLE "Heroes Among Us" franchise and will be a fully integrated online contest. Fans can log on to www.PeopleAllStars.com on April 22 through May 22 to nominate themselves as well as community "All-Stars" they know.



Three finalists per Club will be announced in June and the public will vote online for one winner among the finalists to represent each Club at the 2009 MLB All-Star Game. All 30 winners will be integrated into the All-Star Week festivities in St. Louis and honored during the All-Star Game pre-game ceremony. One winning "All-Star Among Us" will be featured in PEOPLE editorial the week of the MLB All-Star Game.

"The importance of charitable initiatives and community service is more significant than ever," said Tim Brosnan, Major League Baseball Executive Vice President, Business. "As a social institution, Major League Baseball recognizes the role it can play by using the premier sporting event of the Summer, the All-Star Game, to transcend the playing field to make an impact on the lives of our fans. Together with PEOPLE

Magazine, we will celebrate the achievements of the everyday people who are making a difference around the country."

"Celebrating the 'Heroes Among Us' has been an important part of PEOPLE editorial throughout its 35-year history," said PEOPLE Managing Editor Larry Hackett. "43 million weekly readers look to PEOPLE for these stories of everyday individuals who dedicate their lives to making a difference." Time Inc Style & Entertainment Group President Paul Caine adds: "We are thrilled to partner with MLB to shine a spotlight on the inspiring work of these "All-Stars Among Us", and to salute these individuals in front of a nationwide audience."

About 2009 Major League Baseball All-Star Game

The 80th Major League Baseball All-Star Game will be played on Tuesday, July 14th in St. Louis and will feature the best of the American League taking on the top players of the National League. Building up to the excitement of the All-Star Game, Major League Baseball will conduct a wide variety of special events and charitable activities for fans both inside and outside of Busch Stadium. At the ballpark, the events will include Taco Bell All-Star Sunday on Sunday, July 12th featuring the XM All-Star Futures Game and the Taco Bell All-Star Legends & Celebrity Softball Game, and Gatorade All-Star Workout Day on Monday, July 13th featuring the State Farm Home Run Derby. Outside of the ballpark, fans will have an opportunity to experience All-Star Summer through a variety of special events including Major League Baseball All-Star FanFest, the five-day interactive fan festival; the All-Star Concert benefiting Stand Up To Cancer, a free concert for fans under The Gateway Arch; and the All-Star Game Red Carpet Show presented by Chevy, a free parade of All-Stars leading into Busch Stadium. The Midsummer Classic will be televised nationally on FOX Sports and will be shown around the world by Major League Baseball International.

About PEOPLE

PEOPLE revolutionized personality journalism in 1974 and is today the world's most successful and popular magazine. Each week, the PEOPLE brand brings more than 43 million consumers the latest news, exclusive interviews and in-depth reporting on the most compelling people of our time. In addition to unparalleled access to the entertainment community, the stories of real-life "Heroes Among Us" remain an essential component of PEOPLE's editorial approach. PEOPLE.com is the premier web destination for celebrity news, photos, style and entertainment coverage. With reporters across the globe, PEOPLE is headquartered in New York City. For more information visit www.people.com.

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