

FOR IMMEDIATE RELEASE
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We're Going Into Extra Innings!

Three Finalists Announced in Name Sugar Land's Team Contest

Sugar Land, TX – The fans are speaking out! Minor league baseball in Sugar Land and Fort Bend County took a historic step today with the announcement of three finalists in the “Name Sugar Land’s Team” contest after nearly 8,000 entries were submitted.

“The contest to name Sugar Land’s team has generated one of the largest turnouts ever seen”, according to Matt O’Brien, President of the ballclub. “A typical name-the-team contest can be expected to generate 3,000 to 4,000 initial entries “, added O’Brien. “Receiving eight thousand entries is unprecedented.”

“Narrowing the list to a ‘Final Three’ was extremely difficult, but we are pleased with the work that the committee, along with focus groups and input from the City, was able to do. The finalists take into consideration the tradition and history of our region, plus the desire expressed by many to see a ‘fun and unusual’ name. Consideration was also given to selecting finalists from names submitted by older as well as younger fans. It is now time for all fans in the region to make their selection”, said O’Brien.

The “Extra Inning” voting begins today, and fans are invited to vote on the three names by ranking them first, second and third. Voters can do so by logging on to “NameSugarLandsTeam.com” **between now and Friday, September 24, 2010**. Voters may also mail their favorites to Sugar Land Baseball, 16160 City Walk, Sugar Land Town Square, Sugar Land, TX 77479. Reasons for your vote, and mascot ideas are also welcome!

After the votes are tabulated, the name of Sugar Land’s minor league baseball team will be unveiled. The person who submitted the winning team name during the contest’s first phase will be awarded a grand prize of lifetime season tickets. If more than one person submitted the winning name, a grand prize drawing will be held to determine the individual winner. Additionally, all fans who submitted a name will be entered into a second prize random drawing to win season tickets for the inaugural season.

Listed below are the **Final Three**, each accompanied by a brief description from the entries submitted.

Sugar Land King Canes: King Canes honors the pride and winning attitude of our region. The King Canes pays tribute to our sugar history and prosperity.

Sugar Land Lizard Kings: As the Texas state reptile, the horned lizard means business! This horned “King of the Lizards” is crafty and cunning. No other professional sports team in America is led by a lizard, although a cousin is a spokes-reptile for a certain insurance company.

Sugar Land Skeeters: The Sugar Land Skeeters celebrates our hometown love of warm Texas nights and the fun of minor league baseball. This playful identity shows America we have an itch for baseball, and was a strong favorite of younger submitters!

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Sugar Land’s new minor league team will begin play in April, 2012 in a new Triple-A level ballpark to be constructed in the north-east quadrant of Highways 6 and 90 in Sugar Land. The ballpark is being jointly developed by the City of Sugar Land and Opening Day Partners. ODP has been active in minor league baseball for more than 27 years. Their experience includes the development of 14 multi-use ballparks and successfully owning and/or operating minor league teams of all classifications. Additional information about ODP can be found at www.openingdaypartners.com. Stadium updates may be found at www.SugarLandTx.gov and clicking on “Ballpark Updates”

FOR ADDITIONAL INFORMATION, CONTACT

Matt O’Brien, President
Sugar Land Baseball
717.841.5265