



PRESS RELEASE

TRIPLE-A AFFILIATE OF THE NEW YORK YANKEES

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'Name the Team' Party Announced

SWB Yankees Plan 'Big Reveal' to Unveil New Team Name, Logos

Moosic, PA – The Scranton/Wilkes-Barre Yankees announced today that it will hold “The Big Reveal” party from 5:30 to 8:30 p.m. Wednesday, November 14, at Genetti Manor, 1505 Main St., Dickson City. The free event is open to the public.

At the event, the long-awaited new team name will be announced, along with the unveiling of new logos and player uniforms. The family friendly party will also feature free food and beverages (alcohol excluded), inflatable games, jugglers, caricature artists, face painters, balloon artists and much more.

“We are very anxious to share with the community our new team name and brand,” said Rob Crain, President and General Manager. “We are entering a very exciting time for the franchise and this event will be a significant mile-marker in the club’s history.”

In June, the SWB Yankees asked for the community’s input on a new team name. About 2,700 submissions were narrowed down to six finalists for the “Name the Team” contest. Fans then had the opportunity to vote for their favorite through the month of August. Since then, SWB officials have been planning and creating the new brand.

The tallies are in and the fans have spoken.

“We are looking forward to having a strong turnout from the community,” Crain said. “The free event and carnival-like atmosphere is going to be a ton of fun for the whole family.”

Who: Scranton/Wilkes-Barre _____
What: “The Big Reveal” party
Where: Genetti Manor, 1505 Main St., Dickson City
When: 5:30 to 8:30 p.m. Wednesday, November 14
Why: Reveal and celebrate the new team name, logos and player uniforms

-SWB Yankees-

MEDIA RELATIONS DEPARTMENT

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