



Frederick Keys News Release

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JUNIOR KEYS CLUB EVEN BETTER IN 2012!

The Free Kids Club Returns with More Exciting Incentives for Younger Fans

Frederick, MD – With the 2012 season quickly approaching, the Keys have announced that the Junior Keys Club will be back for an even better year this time around. In addition to all of the great incentives from last season, this year gives youngster's some new, exciting events and perks to help bring their experience to the next level here at "The Grove".

One of the main changes to the 2012 edition of the Junior Keys Club is that previous members from 2011 will be automatically renewed! You will receive an e-mail to bring to the Guest Services Booth in order to redeem the kid's club package, but avoid the entire step of having to re-register online.

"Not only does this benefit our members from last year, but it will also play to the advantage of those that sign up in years to come," said Director of Marketing & Public Relations Adam Pohl. "The Junior Keys Club has been an integral part of the younger crowd at Keys games for years and we want to make sure it stays that way."

There will be plenty of events and activities for kids to be a part of throughout the 2012 season as well. The second annual Easter Egg Hunt will be held at the stadium on April 8th, Disney Day on April 29th and Superhero Night on July 14th! Both Disney Day and Superhero Night will feature a special courtyard menu for a great price and will include a meet-and-greet with the characters.

Another new addition to this year's club is the opportunity to design the Keys birthday invitation! The picture that we choose will be featured on all of our birthday invites that are sent out and will also win you a FREE birthday party at the stadium. All you have to do is draw a picture (9 x 11.5) and send it via e-mail to JWelch@Frederickkeys.com, via mail at 21 Stadium Drive, Frederick MD, 21703 or by fax at 301-662-0018. Make it birthday themed or Keys themed!

The Junior Keys Club will feature some new perks along with ones that have been favorites in the past.

- **Official Junior Keys Club Drawstring Bag**
- **Free Kids Hot Dog**
- **Two (2) Free Fun Zone Rides**
- **Three (3) Free Tickets**
- **10% Off Merchandise at the Team Store**
- **Discounts at Kids Club Sponsor Locations**

-www.frederickkeys.com-

Opening Day 2012 is Tuesday, April 6th when the Keys take on the Salem Red sox at 7 p.m. at Harry Grove Stadium. For information on ticket plans contact the Keys Group Offices at 301-815-9900 or via the web at frederickkeys.com.

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