



Frederick Keys News Release

For Immediate Release: February 2, 2012

KEYS CHARITY MONTH COMING IN MARCH

Fans Able to Help Local Charities by Purchasing Ticket Vouchers to April Games

Frederick, MD – The Frederick Keys are proud to announce that March will be Keys Charity Month with fans able to help out one of 20 local charities by purchasing ticket vouchers that are good for any April game including Opening Night.

“We hope the gift of baseball can help the many important charitable causes within our community,” Keys Director of Marketing Adam Pohl said. “This is a new and fun way to raise funds and the profile of these charities which are near and dear to our hearts.”

Keys Charity Month will feature 20 charities in the Month of March. For every week beginning Monday, March 5th, five different charities will have a week to sell ticket vouchers through a live link. Each ticket voucher is good for a Reserved Ticket and sells for \$10. Half of those proceeds (\$5) will go to the charity. For every weekday, the Keys will promote the Charity of the Day on their website and through social media.

The Keys are currently signing up charitable non-profit organizations to be a part of this program. For more information on registering your organization, please email Adam Pohl directly at apohl@frederickkeys.com.

-www.frederickkeys.com-

Opening Day 2012 is Friday, April 6th as the Keys celebrate the fourth title in franchise history and take on the Salem Red Sox. First pitch is slated for 7 p.m. 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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