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ALS ASSOCIATION

Lou Gehrig Day Chasin' a Cure Tailgate & Game Important Details & Event Info

Friday, June 9, 2023 | Milwaukee v. Oakland



**Tailgate at 4:30 p.m. | Pre-Game Festivities Begin at 6:30 p.m.
Game at 7:10 p.m.**

American Family Field | [Uecker Parking Lot](#)

We are one week away and you have already helped raise more than \$53,000 to support families living with ALS in our region!

We are truly grateful for your support and look forward to celebrating the life and legacy of Lou Gehrig, while we continue to grow our impact for local families currently living with ALS.

Tailgate festivities include live music by [Kaleidoscope](#), mouth-watering burgers with all the fixin's from Sobelman's, Jimmy Luv's and Tito's famous Bloody Mary's, refreshing drinks from Molson Coors and Sprecher Root Beer, a 50/50 raffle, and loge-level seating for the Milwaukee vs. Oakland game.

We are excited to feature Wisconsin representatives on-field and for pre-game festivities! Steve Berg, who was diagnosed with ALS in 2021, will be throwing the first pitch. Cael Schaefer, grandson of David Peck who has ALS, will be our "Play Ball!" kid kicking off the game and Junior Announcers Sophie Sickich and Kaelyn Wittling will be calling up our batters at the bottom of the 6th inning.

Additional event details are shared below so you know what to expect and how to plan your arrival.

Ticket, Commemorative Hat & Jersey Pick-Up

Tickets and commemorative bucket hats will be under the name of the person who purchased them OR a group leader if multiple purchasers asked to sit together. The registration tent will be able to tell you which member of your group your tickets are under.

Please note, game tickets or bucket hats cannot be distributed to individuals within that party, so if you are receiving this email, and are a part of a large group, your items will be with your group leader/ticket purchaser.



If you pre-purchased a jersey or the jersey is part of the Grand Slam package, there will be an area under the registration tent where you can pick up the designated size and quantity.

There will be a limited number of extra jerseys available for purchase as well, so if you didn't purchase one yet, please stop by before we run out!

New this year: During the tailgate, attendees will be provided an ALS wristband to wear. Additionally, if you choose to enjoy alcoholic beverages, you will be asked to wear an additional band to identify you as being of legal drinking age. Bring your IDs, folks!

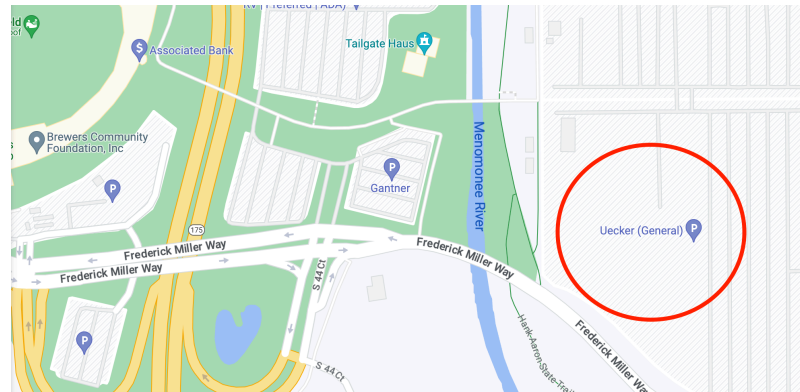
Registration Close

Ticket package sales for our reserved section close at **noon on Monday, June 5th**. Packages ordered after this date may not be seated in our section. We are officially **SOLD OUT** of the commemorative bucket hats, therefore they are no longer available as an option for reserved ticket packages.

Walk-in tailgate attendees are welcome and can buy tailgate tickets at the registration tent, but they will be responsible for buying their own game ticket either online or at the Brewers ticket office. Our group will be sitting in the Loge-Bleachers, sections 203-205. There may be unclaimed tickets at the registration tent at the end of the tailgate, but we cannot guarantee them to walk-in attendees.

Parking / Directions

Our tailgate will be located in the Uecker Lot of American Family Field. Please look for the ALS Association arch to find our event.



If arriving by car...

- The closest driving entrance is the Canal Street entrance. Ask the parking attendants to direct you to the **Uecker lot**.
- **Parking for game day is not included with ticket packages.**
- Parking passes can be purchased online in advance. More information and a map of the stadium and its lots are available [here](#).

If arriving by other means...

- The Uber and Lyft ride-share drop-off site is directly across the bridge from our tailgate space.
- The Brewers offer other transportation options on their website [here](#).

What to Bring

We will provide the food, beverages, and music. We ask that attendees please consider bringing...

- Tailgate games (cornhole, ladder toss, etc.)
- Portable seating - There will be some tables and chairs at the event, but we ask that they be reserved for people living with ALS, their families, and families with young children.

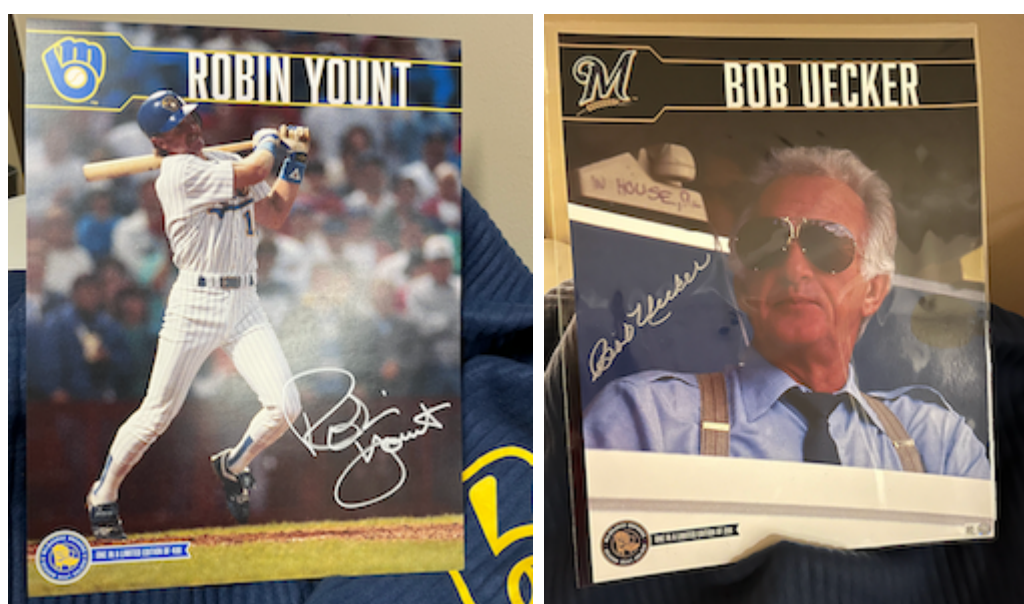
Accessibility at the Event

If you specified your need for accessible seating in our registration form, you will be receiving at least two accessible tickets at the registration tent along with the rest of your party's tickets. Our partners at the Brewers are doing their best to seat parties as close to the accessible seats as possible.

The Brewers offer accommodations for guests with disabilities and special needs through their Guest Relations department. You may contact them directly (414-902-4900) to coordinate any additional needs ahead of time or to review their entire access guide [here](#).

Online Auction

The auction is **now open** and will close at the end of the tailgate on June 9th. Check back and often to bid.

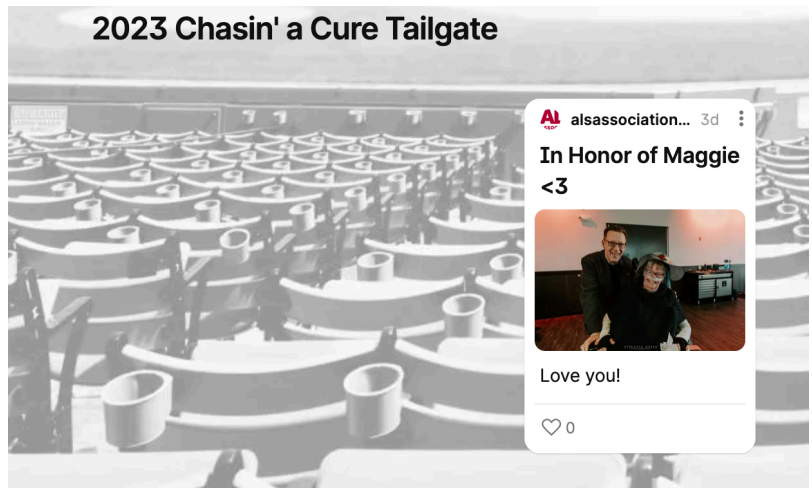


Autographed, commemorative items include:

- 🏆 Autographed Bob Uecker Print
- 🏆 Autographed Robin Yount Print
- 🏆 Autographed Christian Yelich Baseball
- 🏆 4 Tickets to a Game w/1 Preferred Parking Pass
- 🏆 And more!

Register & Start Bidding!

Remember, Honor, and Celebrate Your Loved Ones



You are invited to recognize your special someone during this year's tailgate. We will include a photo and message post in our slideshow presentation throughout the event.

If you would like to share a post, please visit the link below on how to add your image and photo to our Padlet stream, which will be included in our slide show on the big screen at the tailgate.

Deadline to participate in the slideshow is noon on Wednesday, June 7th.

How and Where to Share Your Message and Photo

Spread the Word!

Please forward this email to friends, family, and neighbors. When posting on social media, please tag us @alsawisconsin and use the following hashtags for our nationwide event, and for the Brewers!

- #LouGehrigDay
- #AllvsALS
- #MoreThanAGameToUs
- #BrewersGroups and #ThisIsMyCrew - for a chance to see us on the scoreboard!

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If you have any questions or wish additional information, please email:

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