



# THE MAJOR LEAGUE BASEBALL ALL-STAR GAME AND THE ST. LOUIS CARDINALS



- The 2009 Major League Baseball All-Star Game will be the 80<sup>th</sup> Midsummer Classic. The 2009 All-Star Game will be played on July 14, 2009.
- This will mark the first time that the new Busch Stadium, which opened in 2006, has played host to the All-Star Game. It will be the fifth Midsummer Classic staged in St. Louis (Sportsman's Park, 1940 and 1948; Busch Stadium [the renamed Sportsman's Park], 1957; and Busch Memorial Stadium, 1966). [Sportsman's Park was renamed Busch Stadium in 1953. Busch Memorial Stadium opened in 1966 and was the home of the Cardinals through 2005.]
- The American League and National League have split the four previous All-Star Games played in St. Louis. **In 1940**, The National League blanked the A.L. 4-0 thanks in large part to a three-run homer by Max West in the first inning. West later had to be helped off the field after he crashed into the right field wall in pursuit of a line drive hit by Luke Appling. Five N.L. hurlers combined for the first shutout in Midsummer Classic history. **In 1948**, the American League won by a 5-2 score. Yankees great Joe DiMaggio, unable to start the game due to injury, drove in a run in a pinch-hitting capacity. Hometown favorite Stan Musial hit a home run for the hosts in defeat. **In 1957**, the A.L. prevailed in a topsy-turvy, 6-5 contest. The A.L. extended its 3-2 lead with three runs in the top of the ninth, but Musial's leadoff walk and a Willie Mays triple started an N.L. rally that ended when Minnie Minoso made a running catch in left field on a Gil Hodges fly ball, stranding Ernie Banks, the potential tying run, at second base. **In 1966**, the N.L. claimed a 2-1 10-inning victory when Cardinals catcher Tim McCarver, the substitute for starting backstop Joe Torre, scored the winning run on a single by Maury Wills. A loaded N.L. roster featured Willie Mays, Roberto Clemente, Hank Aaron and Willie McCovey in the first four slots in the starting lineup. The only N.L. pitchers to take the mound were four Hall of Famers – Sandy Koufax, Jim Bunning, Juan Marichal and the winner Gaylord Perry. (Photo by MLB Photos via Getty Images Sport)
- Since voting returned to fans in 1970, the Cardinals have produced the National League's leading vote-getter seven times (Ozzie Smith: 1987, 1988, 1994; Mark McGwire: 1998; Albert Pujols: 2003, 2006; and Scott Rolen: 2004). Since 1970, the Cardinals have produced a fan-elected starter 33 times.
- The Cardinals have had eight different pitchers start the Midsummer Classic, which is tied with the Cincinnati Reds and the Los Angeles Dodgers for second-most all-time behind the New York Yankees (11). Cardinal pitchers started four of the first five All-Star Games for the National League.



# CARDINALS ALL-STAR GAME SELECTIONS



- 1933 - Frank Frisch, 2b; Bill Hallahan, p; Pepper Martin, 3b; Jim Wilson, c.  
1934 - Dizzy Dean, p; Frank Frisch, 2b; Pepper Martin, 3b; Joe Medwick, of.  
1935 - Frank Frisch, manager and 2b; Rip Collins, 1b; Dizzy Dean, p; Pepper Martin, 3b; Joe Medwick, of; Bill Walker, p; Burgess Whitehead, 2b.  
1936 - Rip Collins, 1b; Dizzy Dean, p; Leo Durocher, ss; Stu Martin, 2b; Joe Medwick, of.  
1937 - Dizzy Dean, p; Pepper Martin, of; Joe Medwick, of; Johnny Mize, 1b.  
1938 - Joe Medwick, of.  
1939 - Curt Davis, p; Joe Medwick, of; Johnny Mize, 1b; Terry Moore, of; Lon Warneke, p.  
1940 - Johnny Mize, 1b; Terry Moore, of.  
1941 - Johnny Mize, 1b; Terry Moore, of; Enos Slaughter, of; Lon Warneke, p.  
1942 - Jim Brown, 2b; Mort Cooper, p; Walker Cooper, c; Terry Moore, of; Enos Slaughter, of.  
1943 - Billy Southworth, manager; Mort Cooper, p; Walker Cooper, c; Whitey Kurowski, 3b; Max Lanier, p; Marty Marion, ss; Stan Musial, of; Howie Pollet, p; Harry Walker, of.  
1944 - Billy Southworth, manager; Walker Cooper, c; Whitey Kurowski, 3b; Max Lanier, p; Marty Marion, ss; Red Munger, p; Stan Musial, of.  
1945 - No game.  
1946 - Whitey Kurowski, 3b; Marty Marion, ss; Stan Musial, of; Howie Pollet, p; Red Schoendienst, 2b; Enos Slaughter, of.  
1947 - Eddie Dyer, manager; Harry Brecheen, p; Whitey Kurowski, 3b; Marty Marion, ss; Red Munger, p; Stan Musial, 1b; Enos Slaughter, of.  
1948 - Harry Brecheen, p; Marty Marion, ss; Stan Musial, of; Red Schoendienst, 2b; Enos Slaughter, of.  
1949 - Eddie Kazak\*, 3b; Marty Marion, ss; Red Munger, p; Stan Musial, of; Howie Pollet, p; Red Schoendienst, 2b; Enos Slaughter, of.  
1950 - Marty Marion, ss; Stan Musial, 1b; Red Schoendienst, 2b; Enos Slaughter, of.  
1951 - Stan Musial, of; Red Schoendienst, 2b; Enos Slaughter, of; Wally Westlake, of.  
1952 - Stan Musial, of; Red Schoendienst, 2b; Enos Slaughter, of; Gerry Staley, p.  
1953 - Harvey Haddix\*, p; Stan Musial, of; Del Rice, c; Red Schoendienst, 2b; Enos Slaughter, of;  
1954 - Harvey Haddix, p; Ray Jablonski, 3b; Stan Musial, of; Red Schoendienst, 2b.  
1955 - Luis Arroyo\*, p; Harvey Haddix, p; Stan Musial, 1b; Red Schoendienst, 2b.  
1956 - Ken Boyer, 3b; Stan Musial, of; Rip Repulski, of.  
1957 - Larry Jackson, p; Wally Moon, of; Stan Musial, 1b; Hal Smith, c.  
1958 - Don Blasingame, 2b; Larry Jackson, p; Stan Musial, 1b.  
1959 - (1st Game) Ken Boyer, 3b; Joe Cunningham, of; Wilmer Mizell, p; Stan Musial, 1b; Hal Smith, c; Bill White, of.  
1959 - (2nd Game) Ken Boyer, 3b; Joe Cunningham, of; Wilmer Mizell, p; Stan Musial, 1b; Hal Smith, c.  
1960 - (Both Games) Ken Boyer, 3b; Larry Jackson, p; Lindy McDaniel, p; Stan Musial, of; Bill White, 1b.  
1961 - (Both Games) Ken Boyer, 3b; Stan Musial, of; Bill White, 1b.  
1962 - (Both Games) Ken Boyer, 3b; Bob Gibson, p; Stan Musial, of.  
1963 - Ken Boyer, 3b; Dick Groat, ss; Julian Javier, 2b; Stan Musial, of; Bill White, 1b.  
1964 - Ken Boyer, 3b; Curt Flood, of; Dick Groat, ss; Bill White, 1b.  
1965 - Bob Gibson, p.  
1966 - Curt Flood, of; Bob Gibson, p; Tim McCarver, c.  
1967 - Lou Brock, of; Orlando Cepeda, 1b; Bob Gibson, p; Tim McCarver, c.  
1968 - Red Schoendienst, manager; Steve Carlton, p; Curt Flood, of; Bob Gibson, p; Julian Javier, 2b.  
1969 - Red Schoendienst, manager; Steve Carlton, p; Bob Gibson, p.  
1970 - Rich Allen, 1b; Bob Gibson, p; Joe Torre, c.  
1971 - Joe Torre, 3b; Steve Carlton, p; Lou Brock of.  
1972 - Bob Gibson, p; Lou Brock, of; Joe Torre, 3b; Ted Simmons, c; Red Schoendienst, coach.  
1973 - Rick Wise, p; Joe Torre, 3b; Ted Simmons, c.  
1974 - Ted Simmons, c; Lou Brock, of; Reggie Smith, of; Lynn McGlothen, p; Red Schoendienst, coach.  
1975 - Lou Brock, of; Reggie Smith, of; Red Schoendienst, coach.  
1976 - Bake McBride, of.  
1977 - Ted Simmons, c; Garry Templeton, ss.  
1978 - Ted Simmons, c.  
1979 - Lou Brock, of; Keith Hernandez, 1b; Ted Simmons, c; Garry Templeton, ss; Dave Ricketts, coach.  
1980 - George Hendrick, of; Keith Hernandez, 1b; Ken Reitz, 3b.  
1981 - Bruce Sutter, p.  
1982 - Ozzie Smith, ss; Lonnie Smith, of; Gene Giesemann, trainer.  
1983 - Ozzie Smith, ss; Willie McGee, of; George Hendrick, of; Whitey Herzog, manager; Chuck Hiller, coach; Dave Ricketts, coach.  
1984 - Joaquin Andujar, p; Ozzie Smith, ss; Bruce Sutter, p.  
1985 - Joaquin Andujar, p; Jack Clark, 1b; Tom Herr, 2b; Willie McGee, of; Ozzie Smith, ss.  
1986 - Ozzie Smith, ss; Whitey Herzog, manager; Mike Roarke, coach.  
1987 - Jack Clark, 1b; Willie McGee, of; Ozzie Smith, ss; Gene Giesemann, trainer.

1988 - Vince Coleman, of; Willie McGee, of; Ozzie Smith, ss; Todd Worrell, p; Whitey Herzog, manager; Rich Hacker, coach; Nick Leyva, coach; Johnny Lewis, coach.

1989 - Vince Coleman, of; Pedro Guerrero, dh; Tony Pena, c; Ozzie Smith, ss.

1990 - Ozzie Smith, ss.

1991 - Felix Jose, of; Lee Smith, p; Ozzie Smith, ss.

1992 - Tom Pagnozzi, c; Lee Smith, p; Ozzie Smith, ss; Bob Tewksbury, p; Joe Torre, coach.

1993 - Gregg Jefferies, 1b; Lee Smith, p; Gene Gieselmann, trainer.

1994 - Gregg Jefferies, 1b; Ozzie Smith, ss.

1995 - Tom Henke, p; Ozzie Smith, ss.

1996 - Ozzie Smith, ss.

1997 - Ray Lankford, of; Royce Clayton, ss.

1998 - Mark McGwire, 1b.

1999 - Kent Bottenfield, p; Mark McGwire, 1b.

2000 - Jim Edmonds, of; Mark McGwire, 1b; Darryl Kile, p; Edgar Renteria, ss; Brad Henderson, trainer.

2001 - Matt Morris, p; Albert Pujols\*, 3b.

2002 - Matt Morris, p.

2003 - Jim Edmonds, of; Albert Pujols, of; Edgar Renteria, ss; Scott Rolen, 3b; Woody Williams, p; Tony La Russa, coach.

2004 - Albert Pujols, 1b; Edgar Renteria, ss; Scott Rolen, 3b.

2005 - Chris Carpenter, p; David Eckstein, ss; Jim Edmonds, cf; Jason Isringhausen, p; Albert Pujols, 1b; Scott Rolen, 3b; Tony La Russa, manager; Dave Duncan, coach; Marty Mason, coach; Dave McKay, coach; Jose Oquendo, coach; Joe Pettini, coach; Barry Weinberg, trainer.

2006 - Chris Carpenter, p; David Eckstein, ss; Albert Pujols, 1b; Scott Rolen, 3b

2007 - Albert Pujols, 1b; Tony La Russa, manager; Dave Duncan, coach; Marty Mason, coach; Dave McKay, coach; Joe Pettini, coach.

2008 - Ryan Ludwick, of; Albert Pujols, 1b.

\*Denotes rookie.



Cardinals Hall of Fame shortstop Ozzie Smith made 15 All-Star appearances, including 10 consecutive starts from 1983-1992. (Photo by MLB Photos via Getty Images Sport)

## PREVIOUS ALL-STAR GAMES IN ST. LOUIS

- In the eighth All-Star Game – played on July 9, 1940 at Sportsman's Park in St. Louis – Max West of the Boston Bees hit a three-run home run in the first inning to give the National League a 3-0 lead. West's home run came in his only career All-Star game at-bat as he was injured in the second inning chasing down a line drive. Paul Derringer and Bucky Walters of the Reds, Whitlow Wyatt of the Dodgers, Larry French of the Cubs and Carl Hubbell of the Giants combined on a three-hit shutout for the National League as they blanked the A.L., 4-0.

### JULY 9, 1940 (THE 8<sup>th</sup> ALL-STAR GAME)

<b>AL</b>	0 0 0	0 0 0	0 0 0	0	3	1
<b>NL</b>	3 0 0	0 0 0	0 1 X	4	7	0

AL: RUFFING, Newsom (4), Feler (7)  
NL: DERRINGER, Walters (3), Wyatt (5), French (7), Hubbell (9)  
HR: West  
W: Derringer  
L: Ruffing  
A: 32,273  
TOG: 1 hour, 53 minutes

- The 15<sup>th</sup> Midsummer Classic took place on July 13, 1948 at Sportman's Park in St. Louis. The National League struck for two runs in the top of the first inning against a depleted American League. Joe DiMaggio and Ted Williams were hobbled by injuries and limited to pinch-hitting, while George Kell missed the game with an ankle injury. Despite the injuries, the A.L. battled back to tie the game, 2-2, in the third inning, and scored three times in the fourth to take a 5-2 lead which would prove to be the final. Stan Musial of the Cardinals hit a home run for the National League and Walt "Hoot" Evers of the Tigers went deep for the A.L.

### JULY 13, 1948 (THE 15<sup>th</sup> ALL-STAR GAME)

<b>NL</b>	2 0 0	0 0 0	0 0 0	2	8	0
<b>AL</b>	0 1 1	3 0 0	0 0 X	5	6	0

NL: Branca, SCHMITZ (4), Sain (4), Blackwell (6)  
AL: Masterson, RASCHI (4), Coleman (7)  
HR: Musial, Evers  
W: RASCHI  
L: SCHMITZ  
A: 34,009  
TOG: 2 hours, 27 minutes

- The 24<sup>th</sup> All-Star Game was staged in St. Louis on July 9, 1957. For only the second time in eight years, the A.L. was victorious in a game that was decided in the ninth inning. With a 3-2 lead in the ninth, the A.L. added three runs to take a 6-2 lead into the bottom of the ninth inning. The N.L. rallied behind a Willie Mays triple and a single later in the inning by Ernie Banks cut the lead to 6-5. With the tying run on second and two out, Gil Hodges came to bat as a pinch-hitter and drove a ball to deep left-center. Orestes "Minnie" Minoso, who had entered the game defensively in the eighth inning, made a spectacular running catch to end the game and preserve the American League's 6-5 victory.

### **JULY 9, 1957 (THE 24<sup>th</sup> ALL-STAR GAME)**

<b>AL</b>	0 2 0	0 0 1	0 0 3	6	10	1
<b>NL</b>	0 0 0	0 0 0	2 0 3	5	9	1

AL: BUNNING, Loes (4), Wynn (7), Pierce (7), Mossi (9), Grim (9)  
 NL: SIMMONS, Burdette (2), Sanford (6), Jackson (7), Labine (9)  
 HR: None  
 W: Bunning  
 L: Simmons  
 A: 30,693  
 TOG: 2 hours, 43 minutes

- The 37<sup>th</sup> All-Star Game was played in front of 49,936 spectators at brand new Busch Stadium in St. Louis on July 12, 1966. The American League took a 1-0 lead in the second when Baltimore's Brooks Robinson tripled to left off Sandy Koufax of the Dodgers. Robinson crossed the plate for the first run moments later on a wild pitch. The National League tied it in the fourth on singles by Willie Mays, Roberto Clemente and Ron Santo. The game became the fourth extra-inning contest in All-Star game history and the National League came away with the victory in the bottom of the 10<sup>th</sup> inning on a Maury Wills single that scored Tim McCarver. Brooks Robinson was selected as the game's Most Valuable Player after a 3-for-4 performance.

### **JULY 12, 1966 (THE 37<sup>th</sup> ALL-STAR GAME)**

<b>AL</b>	0 1 0	0 0 0	0 0 0	0	1	6	0
<b>NL</b>	0 0 0	1 0 0	0 0 0	1	2	6	0

AL: McLain, Kaat (4), Stottlemyre (6), Siebert (8), RICHERT (10)  
 NL: Koufax, Bunning (4), Marichal (6), PERRY (9)  
 HR: None  
 W: Perry  
 L: Richert  
 A: 49,936  
 TOG: 2 hours, 19 minutes

## MEDIA COVERAGE AND THE ALL-STAR GAME'S ECONOMIC IMPACT

The 2008 All-Star Game in New York was covered by approximately 3,000 writers, broadcasters and photographers who provided worldwide coverage of the jewel event. The FOX Sports broadcast posted an average of 14.54 million viewers, which was the largest audience for the game in the last six years and a 16% increase versus 2007. (Photo by Getty Images Sport / Michael Heiman)



The State Farm Home Run Derby drew the largest household audience ever for the event with an average 6,184,000 homes tuning in based on data from Nielsen Media Research.

The average 6.4 household rating, 6.2 million homes and 9.1 million viewers delivered by the 2008 State Farm Home Run Derby rank it as the highest-rated and most-viewed telecast of the year on cable television.

DHL All-Star FanFest, baseball's interactive theme park, set a record for fan attendance with more than 130,000. The five-day event beat out the previous record of 125,020 which took place in San Francisco in 2007.

Major League Baseball International's transmission of the All-Star Game reached approximately 229 countries and territories around the world and the independent world-feed broadcast was available in 13 languages.

The City of New York's Economic Development Corporation (EDC) projected an overall estimated economic impact of \$148.4 million with approximately 175,000 visitors. The economic impact of recent All-Star Games on its host cities and communities has been as follows:



YEAR	HOST CITY	ECONOMIC IMPACT
2008	New York	\$148.4 million
2007	San Francisco	\$65 million
2006	Pittsburgh	\$52.3 million
2005	Detroit	\$52.2 million
2004	Houston	\$65 million
2003	Chicago	\$60 million
2002	Milwaukee	\$50 million
2001	Seattle	\$50 million
2000	Atlanta	\$49 million
1999	Boston	\$65 million
1998	Denver	\$40.5 million
1997	Cleveland	\$37.6 million
1996	Philadelphia	\$55.9 million

**“SHOW ME” THE ALL-STAR GAME:** For the sixth straight year, St. Louis was the highest rated non-host market with a 20.3/32 HH rating and share.

# MAJOR LEAGUE BASEBALL'S ALL-STAR WEEK LEAVES LASTING LEGACY ON HOST COMMUNITIES

The 11 most recent All-Star Game Workout Day gates have delivered approximately \$32 million to national and local charities identified by the 11 Host Major League Clubs and Major League Baseball Charities.

In 2008, Major League Baseball, in partnership with the New York Yankees, supported the largest number of All-Star community efforts in MLB history, including donating more than seven million dollars to the New York City community and beyond. (Photo by Getty Images Sport / Elsa)



Community All-Star activities included:

- A dedication ceremony in conjunction with Bank of America, the N.Y. Yankees and Little League Baseball, for the renovation of the Castle Hill Little League Field in the Bronx, followed by a game between Castle Hill Little League teams.
- A Little League Challenger game, hosted on the field at Yankee Stadium, between the special needs children from the Astor Little League of the Bronx and New Jersey District 8 (Newark, N.J.) Little League.
- A donation of a Starlight Starbright Children's Foundation Fun Center entertainment unit for children at Lincoln Hospital in the Bronx.
- A ribbon-cutting ceremony celebrating an EcoPlay Playground renovated with 85% recycled materials, at Kips Bay Boys & Girls Club in the Bronx.
- A Starkey Hearing Foundation fitting and donation of hearing aids to local Boys & Girls Club children in need whose families cannot afford them.
- An old fashioned New York City stickball showdown hosted in the heart of Harlem, between local Boys & Girls Club youth and Harlem RBI.
- A \$50,000 Teen Center donation on behalf of the winner of the State Farm Home Run Derby; each Derby participant was paired with a teenager from a local Boys & Girls Club with a chance to win a \$50,000 Teen Center for their club compliments of State Farm; Boys & Girls Club members paired with non-winning Derby participants won \$10,000 toward a Teen Center for their Club.



(Photo by MLB Photos via Getty Images Sport/Rich Pilling)

- A group of local Boys & Girls Club baseball players from Kips Bay Boys & Girls Clubs led the 2008 MLB All-Star Game Red Carpet Parade presented by Chevy featuring all 64 MLB All-Stars as well as A.L. and N.L. team managers and Hall of Famers.

Major League Baseball has traditionally used All-Star Week opportunities to support organizations including its official charity - Boys & Girls Clubs of America – and others with which the League has strong relationships, including Little League Baseball, Habitat for Humanity International, the Susan G. Komen Foundation, Boys Hope Girls Hope, National Recreation and Park Association, the Jackie Robinson Foundation, Roberto Clemente Sports City, the American Heart Association and the Prostate Cancer Foundation, among others.

Each year, the All-Star host Club determines how it will use its portion of the Gatorade All-Star Workout Day proceeds. In 2006, the Pittsburgh Pirates contributed to various groups through Pirates Charities, a 501(c) 3 organization committed to strengthening the community by supporting organizations and programs aimed at improving the lives of children and adults in the greater Pittsburgh region. In 2005, the Detroit Tigers used the proceeds to assist charitable organizations and individuals throughout Southeast Michigan through donations from Ilitch Charities for Children (ICC). ICC is a non-profit organization developed by the Ilitch family dedicated towards improving the well being of children in the areas of health, education and recreation.

More than 50 additional non-profit organizations also benefit from other All-Star Week events. Many receive contributions related to player and celebrity participation in the Taco Bell All-Star Legends & Celebrity Softball Game, which is played on Taco Bell All-Star Sunday, and the Home Run Derby held on Gatorade All-Star Workout Day. A number also receive support in the form of community improvement projects, including youth ballfield and playground renovations and neighborhood beautification programs.



(Photo by MLB Photos via Getty Images Sport)