

ALL STAR GAME 2001



MAJOR LEAGUE BASEBALL &
THE MARINERS

USING EVENTS TO CREATE EXCITEMENT

Larger-than-life baseball spectacle for a worldwide audience of millions!

CHALLENGE

Design a live show combining America's love for the game, baseball's world-wide popularity and the large number of international stars currently playing. And televise it internationally.

SOLUTION

A partnership between Major League Baseball, The Mariners and The Workshop resulting in a spectacular one-hour program. The roof opens with fireworks and the show features local & national legends of the game, banner drops, and dazzling video. The Workshop magically revealed a field of giant flags accompanied by live international music & dance. The ceremonial first-pitch was thrown followed by player introductions and the National Anthem.



Strategic Communication Through Events