



FOR IMMEDIATE RELEASE:

Mighty Babe Ruth Bat Added to Hands-On Experience for Guests at Louisville Slugger Museum & Factory

*Special-Order Bat Used by Ruth Unveiled for 100th Anniversary Celebration
Free Babe Ruth Golden Mini-Bats for First 714 Guests*

Louisville, KY (June 28th, 2018) – [Louisville Slugger Museum & Factory](#) has a thrilling new experience in its line-up. Starting Monday, July 9, guests can hold a bat that was actually used by Babe Ruth. This extraordinary opportunity is the museum’s way of celebrating the 100th Anniversary of Ruth signing a contract with Hillerich & Bradsby Co., the makers of Louisville Slugger baseball bats.

Ruth signed-up with the company on July 9, 1918, for \$100 and a set of H&B golf clubs, which he used often. His contract is the only one signed with Hillerich & Bradsby Co. that gives the batmaker the right to reproduce a player’s bats forever. All other H&B bat contracts expire after a set amount of time.

The bat will be unveiled for the public at 11:00 a.m. on Monday, July 9. As part of the day’s celebration, Louisville Slugger Museum & Factory will give away gold-colored mini-bats featuring Babe Ruth’s signature to the first 714 ticketed guests; a nod to the Babe’s career homerun total. Ruth’s contract will also be on display and guests can enjoy Babe Ruth trivia contests throughout the day.

The first guest with the honor to hold the bat will be selected that morning as part of an enter-to-win “Why would you like be the first to hold the Babe’s bat?” contest.

Leading up to the July 9th celebration, Louisville Slugger Museum & Factory is hosting an online contest for a Babe Ruth prize package. Three lucky winners will be selected from the followers of Louisville Slugger Museum & Factory’s official social media accounts – one each from Facebook, Instagram and Twitter. To enter, fans are asked to post a photo or video reenacting The Babe’s famous “Called Shot” from the 1932 World Series. The entry must tag Louisville Slugger Museum & Factory and also include #BabeRuth100.

The prize packages will include a full-sized souvenir Babe Ruth bat with career stats, a golden mini-bat with Babe’s signature commemorating the 100th anniversary, and 4 museum passes. The social media contest is active now through Monday, July 16th.

The Bat’s History

The unique bat was wielded by the Bambino sometime during the 1933 – 1934 seasons and was given to semi-professional baseball player Frederick Dugger when Ruth was finished with it. According to the Letter of Authenticity from Hunt Auctions, the bat was specially ordered by Ruth and later modified for training purposes. It exhibits heavy use and traits of other bats Ruth used, such as handle scoring, stitching impressions and grain swelling.

The ash Louisville Slugger bat is 35.75 inches long and weighs 42.6 ounces. The training modifications include a barrel that was partially hollowed out, filled with lead, and sealed with cork. This was a popular method of training for players during Ruth's era, as it was the only way to practice with a weighted bat.

"We've been dreaming of the day when we could place a Babe Ruth bat in the hands of our guests, and we're so excited that day has arrived," said Anne Jewell, Vice President and Executive Director of Louisville Slugger Museum & Factory. "The Sultan of Swat was a great friend to our company and we believe he'd be happy to know one of his bats is still delighting baseball fans at our factory a century after he signed with us," she added.

The bat is the latest addition to the museum's groundbreaking *Hold a Piece of History* experience that was created nearly 10 years ago. Louisville Slugger Museum & Factory was the first attraction to allow guest to regularly hold such amazing artifacts. Ruth's bat is the 17th added to the collection this year and is the 40th in the exhibit overall. He joins legends such as **Hank Aaron** and **Cal Ripken Jr.** and current stars **Kris Bryant** and **Carlos Correa** as some of the 2018 additions. Overall, *Hold a Piece of History* will now include bats swung by 20 Hall-of-Famers and 12 current All-Stars.

The 100th anniversary of Ruth's contract is just one centennial Louisville Slugger Museum & Factory is celebrating this year. Along with Ruth, the *Heavy Hitters 100th* exhibition also includes special artifacts from Ted Williams and Pee Wee Reese, who are both celebrating their 100th birthdays this summer. Among the artifacts guests can see for a limited time in the museum are Williams' Silver Bat and Triple Crown Awards and a rare experimental Pee Wee Reese game-worn jersey.

Admission to the museum includes many engaging exhibits, memorabilia, and an award-winning factory tour where guests can watch baseball bats being made. As a bonus, all guests receive a free souvenir mini-bat at the end of their factory tour. The Louisville landmark conducts factory tours seven days a week, and guests are guaranteed to view bat production on each tour.

Now through September 9, admission also includes the exclusive mini-exhibit, "*Legends Never Die!*" *The Sandlot Celebrates 25 Years*. Guests can experience the beloved movie like never before as they get up close and personal with authentic props used in the classic pop-culture film, such as Squints' iconic glasses and the Babe Ruth ball the boys must rescue from The Beast.

About Louisville Slugger Museum & Factory:

Experience history-in-the-making as you stroll through the factory where world-famous Louisville Slugger bats are created. Award-winning factory tour, newly renovated galleries with interactive exhibits, historic memorabilia, and more. Create a Louisville Slugger bat with your very own name on it, just like the pros. Louisville Slugger Museum & Factory, 800 West Main Street, is open Monday – Saturday, 9 a.m. – 5 p.m., and Sundays 11 a.m. – 5 p.m., with extended summer hours. Admission is \$15 for adults, \$14 for seniors (60+), \$8 children (6-12), and free for children 5 and under. For more information, including holiday hours and extended summer hours, visit sluggermuseum.com or call 502-588-7228, or find us on Facebook ([@sluggermuseum](https://www.facebook.com/sluggermuseum)), Twitter ([@sluggermuseum](https://twitter.com/sluggermuseum)), and Instagram ([@slugger_museum](https://www.instagram.com/slugger_museum)).

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