



## Cyberchase Day @ Shea

September 15, 2007

Flushing, NY



## Cyberchase Hits One Out of the Ballpark!

On Saturday, September 15<sup>th</sup>, 56,000 tri-state fans came out to watch the New York Mets take on the Phillies and to celebrate the first annual **Cyberchase Day @ Shea!**

Harry and Digit performed live on the in-field before the first pitch and then greeted fans in the Kids Zone during the game. They returned to join Mr. Met in leading the stadium in "Take Me Out to The Ballgame." **Cyberchase** tune-in was promoted throughout the game on the Diamond Vision screen.

There was also extensive on- and off-air promotion in the weeks leading up to **Cyberchase Day @ Shea** including:

- ◆ On-air promos on Thirteen
- ◆ On-air promos on SportsNet New York
- ◆ Print promotion in Mets magazine and email blasts to Mets fans by Major League Baseball
- ◆ Print promotion & email blasts to Thirteen members
- ◆ Telemarketing promotion to Thirteen members
- ◆ Promotion on METS.COM and THIRTEEN.ORG

These efforts reached hundreds of thousands of consumers and increased brand visibility for **Cyberchase** and Thirteen/WNET!

We will continue our partnership with the Mets on the **Cyberchase** Math & Sports initiative in spring 2008 and hope to return for another **Cyberchase Day @ Shea** during the 2008 season.



Produced by:



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