



4th ANNUAL MEXICAN BASEBALL FIESTA RETURNS TO THE VALLEY WITH A NEW HOME AND A TITLE SPONSOR

For Immediate Release

August 13, 2015

Contact: Mike Feder

(520) 954-8803

mike@mexicanbaseballfiesta.com

The Mexican Winter Baseball League's version of "Spring Training" will come to the valley with our new home in Mesa at Sloan Park. On September 18 & 19 two of the top teams from the Liga Mexicana del Pacífico, Los Naranjeros de Hermosillo and Águilas de Mexicali, will play two "Spring Training" games.

All games will be played at Sloan Park, located at 2330 W. Rio Salado Pkwy in Mesa, which is home to the Chicago Cubs during Spring Training.

Schedule:

Friday, Sept. 18 7:30 p.m. Hermosillo vs. Mexicali

Saturday, Sept. 19 7:00 p.m. Hermosillo vs. Mexicali

Mike Feder, President of the Mexican Baseball Fiesta, said "We are extremely excited to announce the move to the Cubs tremendous new Spring Training facility in Mesa, AND introduce our new Title Sponsor - Visit Mesa". Feder was a general manager in minor league baseball for 30 years (15 years in Tucson) and is currently the Southern Arizona Coordinator for the Arizona Diamondbacks.

Justin Piper, Chicago Cubs GM of Spring Training Business Operations said "Sloan Park is excited to be selected as the host site for the Mexican Baseball Fiesta. We're looking forward to hosting two exciting games between Hermosillo and Mexicali and entertaining baseball fans from across the region."

"Mesa has a rich baseball history and an even richer Latino history and today we celebrate this combination in our city with the announcement of this event," said Visit Mesa President and CEO Marc Garcia. "The Mexican Baseball Fiesta celebrates so much more than the talent of these incredible professional athletes.

This event will truly be a cultural showcase as we welcome the players, friends and families, and the visitors that come to watch the action both on the field and off.”

Phoenix is the first stop on a three-city tour of Mexican Baseball Fiesta, which takes place during the exhibition season for the Mexican Winter League, prior to their Oct. 11th Opening Day. The other cities are El Paso (September 25 & 26) and Tucson (October 1 – 4).

Tickets to the general public go on sale in early September online. Ticket prices are box seats - \$15 and general admission - \$8. Fans will be able to purchase tickets at www.MexicanBaseballFiesta.com, Restaurant Sinaloa, 2601 E. Bell Road in Phoenix, or at Sloan Park the week of the games. Fan giveaways and other activities are planned.

The Naranjeros de Hermosillo, based in the Capital of Sonora, has a great following and strong attendance. The Naranjeros de Hermosillo are one of the most popular and successful teams in the Mexican Pacific League, having won 16 league titles and two Caribbean Series title. The Naranjeros won the Caribbean Series title in 2014. They became the first Mexican team to win the Caribbean Series after winning the title in 1976. Former Hermosillo players include Curt Schilling, Larry Walker, Fernando Valenzuela, Erubiel Durazo and Vinny Castilla. Hermosillo will be managed by former big league infielder Delino DeShields.

The Águilas de Mexicali were founded in 1976. The Aguilas play in the Capital of Baja California. The team has a history of playing against Arizona teams, when in the 50's it played against the Tucson Cowboys in the Arizona-Mexico League. The Aguilas won the LMP league championship in 1986, 1989 and 1999. The team also won the 1986 Caribbean Series. Former Mexicali players include Mike Piazza, John Kruk and Rudy Seanez. The Aguilas are managed by former big league infielder Juan Castro. He played 17 years in the big leagues.

The Mexican Baseball Fiesta began in 2011 in Tucson and was the brainchild of former professional LMP and minor league baseball pitcher Francisco Gamez. Mike Feder, at the time the GM of the Tucson Padres, worked with Gamez to launch the tour which has been steadily growing in popularity. Jack Donovan, former minor league GM and MLB executive, is also a MBF partner.

"The Mexican Baseball Fiesta is a rare opportunity for baseball fans in the U.S. to experience authentic Mexican baseball games, which feature a festive atmosphere including live music and authentic regional Mexican cuisine. The Mexican Baseball Fiesta is not just a baseball game; it's a party," said Feder. "It's quite an experience. The pitcher is warming up, ready to pitch and the music is still playing. It's the way it's done in Mexico. Mascots are on the field for most of the game”.

“The Mexican Pacific League, is as popular in Mexico as Major League Baseball is in the U.S., if not more so,” said Francisco Gamez.

About Visit Mesa: Visit Mesa is responsible for marketing Mesa, Arizona as a leading vacation, small meeting and sports travel destination to regional and national target audiences, including travel agents and group tour operators, meeting planners, leisure visitors and media.

Information on the Mexican Baseball Fiesta, LLC is available at www.MexicanBaseballFiesta.com

Mike Feder
President
mike@mexicanbaseballfiesta.com
Cell: (520) 954-8803

Francisco Gamez
Partner
francisco@mexicanbaseballfiesta.com
Cell: (520) 460-5750

Jack Donovan
Partner
jack@tucsonpadres.com
Cell (520) 904-1381