



2018 FAYETTEVILLE WOODPECKERS

MEDIA INFORMATION

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HOUSTON ASTROS UNVEIL FAYETTEVILLE WOODPECKERS AS NEW MINOR LEAGUE AFFILIATE

Woodpeckers to play in Class A Advanced Carolina League

FAYETTEVILLE, N.C. – The **Houston Astros** today unveiled the **Fayetteville Woodpeckers** as their new Class A Advanced minor league affiliate, located in Fayetteville, N.C.

“The Houston Astros have found the perfect location for our Class A Advanced affiliate in Fayetteville, North Carolina,” said Astros President of Business Operations **Reid Ryan**. “The All-American feel of the city, its support of our nation’s military and its economic development make it a great environment for the championship-caliber baseball we will bring to the Fayetteville community.”

“Fayetteville is proudly recognized as the nation’s “Most All-American City”, making it the perfect home for America’s pastime,” said Fayetteville Woodpeckers President **Mark Zarthar**. “The Woodpeckers are honored to reside alongside Fort Bragg, the world’s largest military installation, and couldn’t have asked for a better community to call home.”

“The Houston Astros are thrilled to partner with the City of Fayetteville to open a state-of-the-art sports and entertainment venue at the epicenter of the city’s new downtown development,” said Astros Senior Director of Business Operations **Dan O’Neill**. “In addition to the new retail, restaurant, hotel, and office space, it will be the top destination in Fayetteville for fun. The community has welcomed us with open arms and has already shown overwhelming energy and enthusiasm for our new brand. The Fayetteville Woodpeckers are proud to call Fayetteville home and plan to build on this excitement for years to come.”

The concept of the Fayetteville Woodpeckers came directly from the Fayetteville community. Thanks to insight gleaned in town hall meetings, online surveys and one-on-one conversations with residents, the Woodpeckers brand celebrates the core characteristics of the city, its natural beauty and proud community.

As the home to the second-largest population of endangered red-cockaded woodpeckers (RCW) in the world, the sights and sounds of Fort Bragg are intrinsically linked to the woodpecker. The bird is small in size but vital to the Long Leaf Pine ecosystem, fighting extinction and embodying the resilient nature that the Fayetteville Woodpeckers will show with their play on the field. The same can also be said of the City of Fayetteville – though small, Fayetteville is tough, proud and vital to this country’s protection.

The Woodpeckers’ primary colors of black and red are a tribute both to the RCW’s natural plumage as well as the U.S. Army Special Operations Command, which is headquartered at Fort Bragg and carries the same colors on its insignia. Fort Bragg and the military’s influence on Fayetteville are also represented in the Woodpeckers’ brand through the star and shield detailed on the club’s primary logo, as well as the American flag displayed on the players’ uniforms.

The Fayetteville Woodpecker is proud and confident, unwavering in its work ethic and commitment to success – just like the City of Fayetteville itself. The community is a true representation of American values and pride, and the Fayetteville Woodpeckers will represent those values on and off the field.

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ABOUT THE FAYETTEVILLE WOODPECKERS

The Houston Astros own and operate its Class A Advanced minor league affiliate, the Fayetteville Woodpeckers. The Astros agreed to a 30-year lease and are invested in the long-term success of the City of Fayetteville. The team's direction focuses on creating a culture of success with an accessible management team, building the best young talent in baseball, engaging with fans, and connecting the community with an exciting, family-friendly experience.

ABOUT THE CITY OF FAYETTEVILLE, N.C.

Fayetteville is proud of its rich role in our nation's history and holds fast to the friendly feel of a true hometown, while providing the cultural and entertainment amenities of bigger cities. The city boasts sophisticated restaurants, museums, musical and sporting events, and nearby Fort Bragg - the nation's largest military installation - that solidifies the city's deep roots in all things military. Fayetteville is the sixth-largest city in the state and home to more than 208,000 residents.

ABOUT THE FAYETTEVILLE BALLPARK

The \$37.8 million state-of-the-art sports and entertainment venue is expected to be a catalyzing economic development tool that attracts and retains business, provides national exposure, increases civic and community pride, and provides for an improved quality of life for residents. It features natural grass, a 25x70 LED scoreboard, six luxury suites, four field boxes, a premium club level, outdoor party deck, a kids zone, and more. Construction is scheduled to be completed in March 2019 with Opening Day slated for April 2019.

ABOUT THE HOUSTON ASTROS

The 2017 World Champion Houston Astros have been Houston's hometown baseball team since 1962, when the Colt .45s first took the field in Colt Stadium. Three years later, the team became the Houston Astros as a tribute to America's "Space City" and will be entering their 58th season in Major League Baseball. In 2013, the Astros moved to the American League West Division, becoming the first franchise to move from the National League to the American League. The Astros are also the only team in MLB history to have won both an American and National League pennant. For 81 regular season games a year, the Astros can be found on their home field at Minute Maid Park, where families and friends come together to enjoy America's favorite pastime in one of baseball's most comfortable and fan-friendly ballparks. In addition to striving for success on the field, the Astros take pride in their local community and are committed to making Houston a better place by honoring our nation's military, combatting homelessness, aiding in the fight against cancer and supporting youth baseball and softball through the Astros Foundation's cornerstone programs. For more information on the Astros, please visit www.astros.com.

- WOODPECKERS -