



PRESS RELEASE

DETROIT TIGERS

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TIGERS SOCIAL MEDIA DAY TWEETUP AT COMERICA PARK SET FOR THURSDAY, JUNE 30

*\$19 TICKET INCLUDES T-SHIRT AND EXCLUSIVE ACTIVITIES AT
TWITTER EVENT*

DETROIT – Detroit's No. 1 sports value is offering a special \$19.00 ticket for followers of the Tigers official Twitter accounts when the Tigers host a Social Media Day Tweetup Thursday, June 30 prior to and during the 1:05 p.m. game between the Tigers and New York Mets.

Twitter followers who purchase the \$19.00 ticket can attend a pre-game event in The Labatt Blue Light Jungle, enjoy group seating with fellow tweeps in the pavilion section, receive a Tigers TweetUp T-shirt and can participate in giveaways from Labatt and Victoria's Secret PINK. A few lucky attendees will have the opportunity to watch the game from a luxury suite and one special attendee will receive an overnight stay at the MotorCity Casino Hotel. The Tigers Tweetup will also feature a mascot "hashtag battle." Detroit's favorite mascot, PAWS, and the New York Mets mascot will engage in a "hashtag battle" during the game using the hashtags #PAWS and #MrMet. Fans of each team are encouraged to include their mascot's hashtag in their tweets all day. The mascot with the most tagged tweets will be declared winner. Fans can win tickets to the Tigers Tweetup by following @WhosYourTiger, the official Twitter account of the Tigers Marketing Department.



In addition to the Tigers Tweetup, the first 100 purchasers will be admitted to the official Detroit Social Media Day event at MotorCity Casino Hotel (limited to customers 21-and-older). Social Media Day is a global celebration of the technological advancements that enable everyone to connect with real-time information, connect from miles apart and have their voices be heard. Originally created by Mashable.com a year ago, Detroit's version of Social Media Day will celebrate all things about Social Media while focusing on everything great about the Motor City.



There are a limited number of tickets available for this event. Twitter followers can visit tigers.com/tweetup for more details. Get your tickets now!

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