

FOR IMMEDIATE RELEASE

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Canaries set to break attendance record

SIOUX FALLS – With four home games remaining, the Sioux Falls Canaries are poised to make team history.

The Birds are 2,688 fans away from setting a new team attendance record, surpassing the mark of 150,837 established in 2008. Thus far, 148,150 fans have come to Sioux Falls Stadium in 2013 across 44 dates.

“We are thrilled with the response of the community this year, and we can’t thank them enough,” Canaries CEO / President Tom Garrity said on Tuesday. “None of this would be possible either without our corporate partners. We’re very grateful for all of their support this season.”

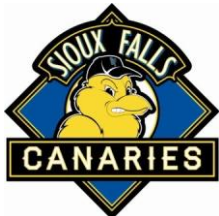
The Canaries currently average 3,367 fans per game, matching the pace set in 2000 when a renovated Sioux Falls Stadium debuted. That clip is a 26 percent increase from last season’s 2,664 average, and it is a 116 percent surge from 2011.

“This goes beyond simply returning to the Canaries name,” Garrity said. “It’s our goal to provide an entertaining and family-friendly environment, and we know our fans wouldn’t settle for less.”

This Thursday, the Canaries host the Sioux City Explorers at 7:05 p.m. for the final **Happy Hour Thursday** of the year. Gates open early at 5 p.m. for \$1 domestic draft beers until first pitch, and beers are just \$2.50 after that.

It’s also **Sioux Falls Stampede Night this Thursday**. Fans will get their first chance to meet the 2013-14 team before and during the game. Stampede season-ticket holders can purchase tickets in advance for just \$5 each. In addition, anyone wearing a Stampede jersey or shirt to the game can get in for just \$5. The Stampede players, along with USHL Coach of the Year Cary Eades, will be signing autographs from 6-7 p.m. just inside the gate. During the game, several players will participate in on field promotions.

This Saturday through Monday, August 31 – September 2, the Canaries host their final home series of the year against the Amarillo Sox. Saturday night features a Canaries **drawstring bag giveaway** to the first 500 fans. Gates open at 6 p.m. and first pitch is 7:05 p.m. On Sunday, it’s **Family Funday** at 1:05 p.m. Kids can run the bases after the game and players will sign postgame autographs. The season concludes on Labor Day at 12:05 p.m. All seats are just \$5.



Prior to the game, the Canaries are partnering with **Face It Together Sioux Falls** for their first ever **5K run/roll/walk**. Registration includes a ticket to the game.

More information is available at the Canaries website, www.sfcanaries.com or by calling them at (605) 336-6060.