



MEDIA RELEASE

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Minor League Baseball Named “League with the Most Family-Friendly Game/Event Experience” in Annual *SportsBusiness Journal/SportsBusiness Daily* Reader Survey

ST. PETERSBURG, Fla. — [Minor League Baseball](#) was recently named “league with the most family-friendly game/event experience” in the 12th annual *SportsBusiness Journal/SportsBusiness Daily (SBJ/SBD)* Reader Survey. The online surveys were conducted from Oct. 17 to Nov. 4, 2016, with more than 1,000 *SBJ/SBD* subscribers having participated. This is the second consecutive year where Minor League Baseball was voted first in this category. Additionally, Minor League Baseball and Major League Baseball combined accounted for more than 50 percent of the vote.

“We recognize that families have many entertainment options from which to choose, and they continue to come to Minor League Baseball ballparks to make memories,” said Minor League Baseball’s Chief Marketing & Commercial Officer David Wright. “Their tremendous support has helped us remain a leader in sport and entertainment.”

The survey consisted of four main sections: State of the Industry, Teams and Leagues, Media, Marketing and Sponsorship and the Best of the Rest, with each section containing questions pertaining to the topic with varying levels of participation.

In the Teams and Leagues section, nearly one third of participants voted Minor League Baseball as the “league with the most family-friendly game/event experience.” Major League Baseball (MLB), the National Basketball Association (NBA) and Major League Soccer (MLS) rounded out the list of prominent properties highlighted in the survey.

“Minor League Baseball teams work tirelessly year-round to provide unique memorable experiences for fans across the country,” added Wright.

In July 2016, Minor League Baseball announced that it remained [the industry leader in entertainment value](#), with the average cost for a family of four to attend a game being only \$64.97. The price included parking, two adult tickets, two child tickets, four hot dogs, two sodas and two beers. Over the past five seasons, this average price has only increased by \$3.74.

About Minor League Baseball

Minor League Baseball, headquartered in St. Petersburg, Florida, is the governing body for all professional baseball teams in the United States, Canada, and the Dominican Republic that are affiliated with Major League Baseball® clubs through their farm systems. Fans are coming out in unprecedented numbers to this one-of-a-kind experience that can only be found at Minor League Baseball ballparks. In 2016, Minor League Baseball attracted 41.3 million fans to its ballparks to see the future stars of the sport hone their skills. From the electricity in the stands to the excitement on the field, Minor League Baseball has provided affordable family-friendly entertainment to people of all ages since its founding in 1901. For more information, visit www.MiLB.com.

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