

SAVE THE YANKEE GATE 2 COMMITTEE

Press Release: October 19, 2009



Save the Yankee Gate 2 Committee proposes Commemorative Brick Sale to Fund Yankee Stadium Gate 2 Preservation.

The *Save the Yankee Gate 2 Committee* is proposing a public fundraising campaign to the City of New York, entitled the "SAVE THE GATE" Commemorative Brick Drive. This campaign is designed to cover all of the estimated costs of preserving the historic Gate 2 at Old Yankee Stadium, eliminating the need to use public funds for this project.

The Parks Department has stated that the cost of saving Gate 2 - the original Stadium's most glorious remaining element - is too prohibitive. The "SAVE THE GATE" Commemorative Brick Drive would eliminate any such concern - providing more than ten (10) times the funds experts estimate are needed to preserve the Gate - thereby saving a majestic part of America's greatest and most historically important stadium.



This Commemorative Brick Drive would be similar to ones employed throughout Major League ballparks and other leading sports venues throughout the world, including the highly successful sale recently employed by the Mets to sell tens of thousands of "legacy bricks" at the CitiField Fanwalk raising millions of dollars, with still more revenues to come.

Based on expert estimates, legacy bricks at plazas and walkways encompassing the new Heritage Field parkland and ball fields planned for the historic site of Old Yankee Stadium could generate from \$10 to \$20 million depending on the exact design. This would provide the City of New York up to twice the Parks Department's cost estimate and potentially more than ten (10) times the actual amount of funds needed to preserve historic Gate 2.

The addition of the Legacy brick plazas & walkways, along with the preserved Gate 2, would also dramatically increase year-round tourism and visitation to the Yankee Stadium neighborhood. Preserving Gate 2 will make the new park one of the most respected and historic in the city.

Information provided above was derived from consultation with architectural, historic preservation, and fundraising experts, and review of documentation published by Fund Raisers, Ltd., which oversaw the very well received commemorative brick programs at Citi Field & Madison Square Garden.

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GATE 2 A BRIDGE FROM OLD TO NEW

Gate 2 will serve as a dramatic entrance way to the new Heritage Field; a Bronx version of Paris' Arc de Triomphe. Its fortuitous position on 161st Street, directly across from the new Stadium, would serve as a dramatic physical and visual transition from the old Stadium to the new.

