

**For Immediate Release**

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## **ROCK CATS FAILED MARRIAGE PROPOSAL REVEALED TO BE PROMOTION**

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### **Video Featuring Rock Cats Staff has Been Viewed all Over the World**

**New Britain, CT** – The New Britain Rock Cats revealed Wednesday that a YouTube video featuring a failed marriage proposal on-field during a game last week was a creative promotion designed to entertain fans. The video features a young man and woman taking part in a trivia promotion between innings at a Rock Cats game. The third question is a marriage proposal, to which the girl replies “no” and runs off the field.

The public-style “proposal” has sparked great debate across the internet about not only the authenticity, but the concept of a public proposal and the risk involved. The video, titled ‘**Girls Says No to Marriage Proposal at Rock Cats Baseball Game**’ has been viewed all over the world, and has been covered by ESPN, USA Today, Inside Edition, the Huffington Post, aol.com, the ABC Nightly News, the Daily Mail, Yahoo and many more. “New Britain Rock Cats games feature fun, creative promotions tied into every game, and micro-promotions between most innings” said Mike Abramson, Vice President of Marketing for the team. “After watching a public proposal, we talked about what would happen if the answer were NO, and how that might affect a crowd, and those viewing it after on video. We worked with two of our staff on the skit and executed a digital strategy to set the video on a viral path; we could not be more pleased with the outcome”.

The Rock Cats Vice President of Marketing goes on to say “If anyone was offended by the promotion in any way we sincerely apologize; this endeavor was intended to entertain and remind fans you never know what you’re going to see at a Rock Cats game.”

The Rock Cats return home Tuesday August 13<sup>th</sup> for a 5:05pm single-admission double-header game the New Hampshire Fisher Cats; Double-A Affiliate of the Toronto Blue Jays. Kids always eat free at New Britain Stadium on Tuesdays, presented by Ball Park Brand Rolls.

**STANLEY BLACK & DECKER**  
**--- PROUD SPONSORS OF THE ROCK CATS SINCE 2005 ---**