

## THE PRINCIPAL FINANCIAL GROUP FAMILY FUN FEST IS COMING TO THE RIVER CITY RASCALS ON JUNE 20TH, 2010

World's largest and longest-running traveling baseball celebration enters seventh season offering free family entertainment to minor league baseball fans in communities across the country

(O'Fallon, MO) - Fans should plan to come early to stop by the Principal Financial Group Family Fun Fest at T.R. Hughes Ballpark on June 20th when the River City Rascals take on the Southern Illinois Miners. The Principal Financial Group Family Fun Fest is an unparalleled, and completely free, celebration of baseball visiting minor league baseball ballparks all across the country during its seventh season. Created and produced by Entertainment & Sports International (ESI), the 4,000 square foot Principal Financial Group Family Fun Fest will be setup just outside the main gates and will be open for fans at 11:05AM.

For the seventh consecutive year, the Principal Financial Group will serve as the exclusive title sponsor of this unique entertainment experience. During this year's tour, The Principal will highlight its national education campaign - America Rebuilds with The Principal - aimed at providing Americans with the inspiration, advice and tools they need to get their financial futures back on track.

Baseball legend and Hall of Famer Nolan Ryan returns as national spokesperson. "The minor leagues offer fans a great baseball experience," said Ryan. "From exceptional value to a safe, family environment, fans get to see competitive professional baseball with non-stop entertainment. The Principal Financial Group Family Fun Fest extends that excitement before the game with an event truly unique to minor league ballparks."

Started in 2004, the tour has been visited by nearly two million fans over the course of 300 stops. Open three hours before the game and set up right outside the main stadium gates, the event is free to all fans and features more than 20 baseball themed attractions, including:

- A minor league baseball museum featuring memorabilia from more than 100 years of baseball history;
- A state-of-the-art Home Run Derby Video Game Arcade with the latest baseball and family games sponsored by Great Clips;
- Free souvenir personalized baseball cards sponsored by Travelodge;
- Free Sports Illustrated Kids personalized magazine covers;
- A midway with batting and pitching cages, giant slides, bounce houses, bungee runs and attractions specifically designed for younger fans;
- And new attractions from Topps Trading Cards, Random House Children's Books, and Louisville Slugger

Baseball fans also have a chance to win \$5,000, or free nights at Travelodge and a personalized Louisville Slugger baseball bat, by entering The Principal 401-K Challenge. It's a fun and exciting sweepstakes recognizing the first participating team on their tour to register 401 home strikeouts (K's). Last year's winning team and reigning champs are the Fort Wayne TinCaps. The online entry form and complete rules are available at [www.principal.com/funfest](http://www.principal.com/funfest).

The game is scheduled to begin at 2:05 and game tickets are available by visiting [rivercityrascals.com](http://rivercityrascals.com).



The Principal Financial Group

**FAMILY FUN FEST**

is coming June 20 at 11:05 a.m. to T.R. Hughes Ballpark