

## **WHAT IS MONTREAL BASEBALL PROJECT?**

Founded in 2012 by former Expo Warren Cromartie, Montreal Baseball Project's goal is to bring Major League Baseball back to Montreal. With a metropolitan area population of nearly 4 million people, Montreal is currently the largest North American city without a baseball franchise. In the years since the departure of the Expos, a hopeful and positive attitude has developed in Montreal toward baseball. A recent feasibility study conducted in collaboration with the Board of Trade of Metropolitan Montreal demonstrated that a Major League Baseball franchise in Montreal is a financially viable project.

Montreal's long and rich baseball history dates back more than a century, to 1897, when the Montreal Royals played their first season. In the 1940s and '50s, Delorimier Stadium was home to the likes of Don Drysdale, Roberto Clemente, Duke Snider, Roy Campanella, and the unforgettable Jackie Robinson. In 1969, the Montreal Expos became Major League Baseball's first non-U.S. franchise and went on to thrill the city for 36 seasons. A passionate fanbase fondly recalls the exploits of Hall of Famers Gary Carter and Andre Dawson, as well as Cooperstown-bound stars like Tim Lincecum, Pedro Martinez, and Vladimir Guerrero.

While continuing to work toward the return of a Major League franchise, MBP makes baseball's presence felt in Montreal through a variety of popular events. Examples include a gala and reunion for the 1981 Expos (the only edition to qualify for post-season play), an advance-premier of *42*, the major motion picture Jackie Robinson biography, and, most recently, a 20<sup>th</sup>-anniversary gala for the powerful 1994 Expos, who still remain champions in the hearts of Montreal baseball fans.

## **WHO IS BEHIND MONTREAL BASEBALL PROJECT?**

### **Warren Cromartie, Founder & President**

Warren Cromartie suited up for over a thousand games with the Montreal Expos between 1974 and 1983. "Cro," a fan favourite to this day, famously waved the Canadian flag at Veterans Stadium in Philadelphia after recording the final out in the Expos' victory over the Phillies to capture the 1981 NL East Division Championship. In 1984, Cromartie became perhaps the most prominent American ballplayer still in his prime to sign with a Japanese baseball team. Cro led the Yomiuri Tokyo Giants in RBIs three times, twice in homeruns and batting average, and was named Central League MVP in 1989 en route to a Japan League Championship for the Giants. In 1991, Cromartie returned to North America for a final Major League season, hitting .313 for the Kansas City Royals.

A native of Miami, Florida, Cromartie has kept close ties with the Montreal community since the end of his playing days through charitable work, speaking engagements, and involvement with local businesses. In 2012, Cromartie founded Montreal Baseball Project and has since worked tirelessly on the ongoing campaign to bring Major League Baseball back to Montreal.

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## MONTREAL BASEBALL PROJECT PRESS LINKS AND QUOTES

"Montreal might be a baseball goldmine."

– Keith Olbermann, of ESPN2's *Olbermann*

<http://www.youtube.com/watch?v=VJJnLuqAvro>

"I remember in '94, when you go back and look at (Montreal's) attendance rates and the market, the people and the Canadian rivalry, I really thought baseball was in a good place. The players enjoyed playing there. It's a beautiful city."

– Scott Boras, President & Founder of the Boras Corporation sports agency

<http://www.tsn.ca/mlb/story/?id=438771>

"I think (Montreal) is a great place for baseball...It's a big city that could support baseball."

– Joel Sherman, MLB Tonight

<http://m.mlb.com/video/topic/7417714/v31267965/will-major-league-baseball-return-to-montreal>

"(Montreal) is a wonderful city and probably deserving of a second chance at some point."

– Nick Cafardo, *The Boston Globe*

<http://nesn.com/2013/04/montreal-could-get-mlb-team-if-city-approves-downtown-stadium-video/>

"The feasibility study shows that Major League Baseball can be profitable in Montreal."

– Michel Leblanc, President & CEO of the Board of Trade of Metropolitan Montreal

[http://www.btmq.ca/en/news/return\\_of\\_baseball/](http://www.btmq.ca/en/news/return_of_baseball/)

"We are closer to our goal now than at any time in the last decade."

– Warren Cromartie, President & Founder of Montreal Baseball Project and former Expo

<http://www.twitter.com/MTLbbproject/status/411174188301287424>

"The shame of it is that the Expos once were the best team in baseball, and they also were well supported. They outdrew the Yankees in the early '80s and the Mets in the early '90s. But the 1994 strike put an end to the World Series hopes of a first-place team that had Pedro Martinez, Larry Walker, Moises Alou and Marquis Grissom on the roster. Montreal is a great city with a great baseball heritage; Jackie Robinson played there with the Dodgers' farm team before being called up to Brooklyn. More importantly, Montreal is one of the larger broadcast markets in North America. And the old Expos fans remain."

– Jim Caple, Senior Writer, ESPN.com

[http://espn.go.com/mlb/story/\\_/page/caple-120829/montreal-expos-gone-not-forgotten-amid-push-bring-mlb-back](http://espn.go.com/mlb/story/_/page/caple-120829/montreal-expos-gone-not-forgotten-amid-push-bring-mlb-back)

"Based on the information collected and a conservative analysis, the return of Major League Baseball to Montreal would be financially viable under a set of realistic assumptions...Based on Leger Marketing's work, the return of professional baseball to Montreal would be embraced by both fans and the business community, with average attendance reasonably expected to reach approximately 28,500 fans per game. A new dedicated baseball facility would seat 36,000, with up to 60 luxury boxes, and would ideally be located within approximately 2km of downtown Montreal."

– *Feasibility Study Examining the Return of Major League Baseball to Montreal*

[http://www.ccmmdv.com/baseball/etude\\_faisabilite\\_baseball\\_en\\_131212.pdf](http://www.ccmmdv.com/baseball/etude_faisabilite_baseball_en_131212.pdf)