



## NEWS RELEASE

### STRIKE OUT CANCER

*World's Longest Baseball Game Returns*

**Sherwood Park, AB – August 28, 2024** – The World's Longest Baseball Game is set to take place at Saiker's Acres from August 29 to September 2. Watch 56 players take the field for over 100 hours of continuous baseball as they aim to raise \$300,000 for cancer research and set a new Guinness World Record.

#### Save the Date!

**Location:** Saiker's Acres, 52269, Range Rd 220, Sherwood Park, AB, Canada

**Opening Ceremony:** August 29 at 11:30 a.m.

**First Pitch:** August 29 at 11:50 a.m.

**Closing Ceremony:** Approximately 6:00 p.m. Monday, September 2

#### Come Watch the Game!

This year's game offers something for everyone, including over 100 hours of baseball action. Families are encouraged to attend, and leashed pets are welcome, too. Be sure to bring sunscreen and some cash, as there will be a food truck on-site to keep everyone fed during the big game. Don't miss our silent auction and merchandise sales, which will be available on-site during donation tent hours only. Spectators are welcome 24/7 at Saiker's Acres during the duration of the game.

"We encourage everyone to come out, watch the game, and support these dedicated players. By cheering them on, you're also supporting a cause trying to improve the lives of those fighting cancer," says Brent Saik, Organizer of the World's Longest Games.

#### Supporting Cancer Research

Funds raised during the event will go toward purchasing an MR-Sim for the Cross Cancer Institute. The cutting-edge technology improves radiation therapy by providing clear, high-resolution images of tumours, allowing for precise targeting and less damage to healthy tissues. Less damage to healthy tissues means faster recovery times for patients and less chance of recurrence.

Learn more and watch our MR-Sim explainer video here: <https://worldslongestgame.ca/the-cause-mr-sim/>

#### How You Can Help

##### Donate Online:

Your contributions will directly support the MR-Sim's purchase and installation. You can donate to the game itself or help individual players reach their fundraising goals. To learn more about the participants and to donate, please visit this website: <https://ualberta.alumniq.com/crowdfunding/WLBG2024>





**Donate In Person:**

Donations will be accepted on-site at the Donation/Silent Auction Tent and Merchandise Sales areas during these hours:

- Thursday: 11:00 a.m. - 11:00 p.m.
- Friday/Saturday/Sunday: 9:00 a.m. - 11:00 p.m.
- Monday: 9:00 a.m. - 7:00 p.m.

For after-hours donations, a donation box will be available on-site.

We look forward to seeing you at the game!

For more information, including directions, please visit our website at <https://worldslongestgame.ca/>

-30-

## Contact

For media inquiries and to schedule interviews prior to the game:

**Dean Heuman, Cure Cancer Foundation member**

**P: 780.732.7213 x201 | C: 780.983.9954 | E: [deanh@focuscom.ca](mailto:deanh@focuscom.ca)**

For onsite visits or interviews:

**Angelica Saik, World's Longest Games**

**P: 780.887.5682 E: [angelicasaik@gmail.com](mailto:angelicasaik@gmail.com)**

