



NEWS RELEASE

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NOW BATTING FOR TRAFFIC SAFETY: GARDENHIRE AND BLYLEVEN IN NEW PUBLIC SERVICE CAMPAIGN

ST. PAUL — Ron Gardenhire has a spat with a seat belt and Bert Blyleven performs as a “traffic safety private eye” in a new TV and radio public service campaign created and sponsored by the Minnesota Department of Public Safety (DPS) in partnership with the Minnesota Twins. The traffic safety-themed public service announcements will air throughout the season on Twins broadcasts.

The TV spot “Pinch Hitter” features a peeved and frustrated Gardenhire who barks at a seat belt sitting on the dugout bench after an apparent miserable at-bat.

The three radio spots spoof the golden-age of radio detective dramas and feature Blyleven in a role as a gruff, no-nonsense “traffic safety private eye” who solves traffic safety errors made by Minnesota motorists. Fellow Twins broadcaster John Gordon lends his voice to the radio messages.

“The only sound sweeter than the crack of the bat is the click of a seat belt,” says Kathy Swanson, director of the Office of Traffic Safety, a division of DPS. “Traffic safety and the Twins make for a great double-play combination for summertime — the deadliest time on Minnesota roads.”

To view “Pinch Hitter” and listen to the “Traffic Safety Private Eye” campaign, visit www.dps.state.mn.us/ots and click on the “New OTS–Minnesota Twins Radio and TV PSAs” link under the “What Is New” section.

“The Twins’ number-one priority is our fans,” says Dave St. Peter, president of the Twins. “When Minnesotans are in their vehicles, we hope they have the Twins on the radio and a seat belt across their laps.”

DPS and the Twins have been partners in public service campaigns since 2002.

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Editor’s Note: For a screen grab of the TV spot and to have the radio spots emailed directly, email Nathan.bowie@state.mn.us.

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