



BASEBALL RETURNS TO WASHINGTON, DC



Washington, DC's long wait for a baseball team came to an end in September 2004, when Mayor Anthony Williams announced, at a rapidly organized press conference, that the Montreal Expos would become the city's first Major League franchise since the Washington Senators left in 1971.

Group Inc was asked to be on alert and ready to produce the press conference once Mayor Williams got the official call from Baseball Commissioner Bud Selig. With only a few hours notice, and prepared with printed graphics and a flexible scenario to accommodate either an indoor or outdoor event, Group Inc assembled an exuberant gathering of local little leaguers, public officials and Washington Senators players - introduced by former Senators baseball announcer Charlie Brotman. In a Group Inc.-orchestrated photo op that made the front page of the *Washington Post*, *New York Times*, *Baltimore Sun* and *USA Today*, Mayor Williams held up a Major League home plate emblazoned with the DC '05 logo.

The Group Inc team worked under the strategic direction of The Glover Park Group, a Washington, DC communications and public relations firm.