

# Street & Smith's SPORTSBUSINESS JOURNAL®

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## COAST TO COAST



From left, Laurence Levy, Twin Towers Fund president; Brandon Steiner, president of Steiner Sports; former NYC Mayor Rudy Giuliani and Yankees manager Joe Torre make the memorabilia announcement at Gallagher's Steak House in New York.

### NEW YORK

#### ■ Giuliani, Torre to sign memorabilia for charity

Steiner Sports Marketing and the Twin Towers Fund announced that former New York Mayor Rudy Giuliani, chairman of the board of the Twin

Joe Torre will sign a limited number of commemorative memorabilia to raise charity funds. Giuliani and Torre will be signing 2,911 items, which will be available for sale on steinersports.com or at 1-800-759-SCOR(7267). All proceeds beyond the cost of the baseballs and

played Tuesday at Frawley Stadium. Pregame activities will include batting practice, an autograph session and a skills competition sponsored by Philadelphia-based Comcast. The All-Star Game is being sponsored by MBNA America, which is based in Wilmington.

### PHOENIX

#### ■ Coyotes launch street hockey program

The Phoenix Coyotes, The Arizona Republic and Just Sports are launching a new, year-round street hockey program called Street Coyotes today. Kids ages 6-16 will learn the basic rules and fundamentals of street hockey in a safe and structured environment through area YMCAs and other youth organizations. The Coyotes provide all the necessary equipment for the six-week program. Street Coyotes is affiliated with the NHL Street program.

### PITTSBURGH

#### ■ Swann producing TV show on Steelers

ters only won an average of 1.2 more games than the previous year. Hill credits the bigger increase in wins to an increased shared experience, or an unconscious or tacit knowledge of each other's playing styles.

### ST. JOHN'S, NEWFOUNDLAND

#### ■ Fans compete to design tickets

In keeping with the team's theme for the 2002-03 season, "Leafs Hockey ... FAN-tastic," the American Hockey League's St. John's Maple Leafs announced a new contest allowing fans to participate in the design of the club's game tickets. The "Be a Ticket" contest will encourage fans to submit their favorite St. John's Maple Leafs story and/or picture illustrating why they or someone they know should "Be a Ticket." A grand prize for the best entry will be an 18-person NewTel Party Box for a 2002-03 regular-season game.

