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Blue Jays' director of marketing to speak at Laurier

Paul Markle, one of the people who gives wings to the Toronto Blue Jays, will be at Wilfrid Laurier University on Sept. 29 to talk about the marketing of sports and entertainment.

The baseball club's director of marketing, who is a 1968 graduate of Waterloo Lutheran University, and John Wintermeyer, a 1977 graduate and now president of Branada Sports Group, will both address the annual MBA Alumni Association symposium.

While some have attributed the increased draw of Jays to the novelty of the SkyDome -- 52 of Jays' 54 dates in their new facility have been sellouts of 48,000 plus -- Markle said that doesn't explain it.

"Why are the Blue Jays supported and not the Argonauts?" he said. "There's a love affair with the Blue Jays. There's a love affair with baseball."

On the same day Markle shares his marketing strategies at Laurier, the Jays open a three-game series against their closest rival in the American League East, the Baltimore Orioles. It will be for the final three games of the regular season.

The symposium will begin at 2 p.m. in Rm. 1025 of the Frank Peters Building.