

2014 Boston Red Sox Peanut Allergy Friendly Initiative

Overview:

For the tenth year, the Boston Red Sox will welcome Peanut-Allergy fans to Fenway Park once again in 2014. In coordination with the New England Chapter of the Asthma and Allergy Foundation of America, the Red Sox make a concerted effort to help all fans to see Boston Red Sox Baseball at Fenway Park. Many of the changes to this season's Peanut Allergy Friendly initiatives were in response to the 2013 Peanut Allergy Survey.

2014 Peanut Allergy Friendly Game Dates:

Cumberland Farms Deck

Sunday July 6th vs. Baltimore Orioles @ 1:35pm *(Only Standing Room Currently Available)*
Sunday July 20th vs. Kansas City Royals @ 1:35pm *(Only Standing Room Currently Available)*

Coca-Cola Deck

Wednesday August 20th vs. Los Angeles Angels of Anaheim @ 7:10pm

Cumberland Farms Deck Information

- Located on the Right Field Roof Terrace
- This section consists of 70 seats and 100 standing room only spaces
- Price: \$65 for a seat and \$40 for standing room only
- The Cumberland Farms Deck will be thoroughly cleaned and inspected prior to each game
- Appropriate "Peanut-Allergy Friendly" signage will be posted in this location
- Sales of any nut products are prohibited on or near the Right Field Terrace during the game
- There will be security, EMS, and a Fenway Ambassador present in this section throughout the game to troubleshoot, answer questions, and be of assistance in case an emergency arises
- Eli Kaufman will be the main contact for these families throughout the course of the day

Coca-Cola Deck Information

- Located on the Left Field Roof
- The Coca-Cola Deck consists of 174 seats and 100 standing room only spaces.
- Price: \$47 for a seat and \$30 for standing room only
- The Coca Cola Deck will be thoroughly cleaned and inspected prior to the game
- Appropriate “Peanut-Allergy Friendly” signage will be posted in this location
- Sales of any nut products are prohibited on or near the Left Field Pavilion Reserved Area and Coca-Cola Deck during the game
- There will be security, EMS, and a Fenway Ambassador present in this section throughout the game to troubleshoot, answer questions, and be of assistance in case an emergency arises
- Eli Kaufman will be the main contact for these families throughout the course of the day

Peanut Allergy Friendly Section Ticketing

To purchase tickets to one of these three dates, please email peanutallergy@redsox.com. In order to ensure that everyone who wants tickets in the Peanut Allergy Friendly section receives the opportunity to purchase them, we limit the purchaser to 8 tickets.

Once your tickets have been purchased and as the game date approaches, I will send out waivers to be signed and the Fenway Park concessions allergen list.

Booth F:

Booth F will be available one game per homestand for families whose children have extremely severe allergies. Additional opportunities may arise throughout the season. This booth is a smaller enclosed space and is in a more secluded part of the ballpark.

- Located on Media Level of Fenway Park
- Tickets are available once per homestand
- Price: \$55 per ticket (6 ticket limit)
- Families will meet an Ambassador at 4 Yawkey Way prior to game time and be escorted up the Booth F
- A Fenway Ambassador will be the contact for this family for the duration of the game

Booth F Ticketing

Booth F tickets will be available on a first come first serve basis. Please email peanutallergy@redsox.com so I can put you on our 2014 wait list. Precedence will be given to those families who have not yet attended a 2014 Peanut Allergy Friendly game or had the opportunity to watch a game from Booth F this season. Once an available date for Booth F is finalized, I will reach out to groups at the top of our wait list.

Once your tickets have been purchased and as the game date approaches, I will send out waivers to be signed and the Fenway Park concessions allergen list.

Notes:

- Waivers must be signed before attending a peanut allergy friendly game as we cannot guarantee a peanut free environment.
- Please note that Fenway Park is **NOT Peanut Free**. We use the term **Peanut Allergy Friendly** as we know there are fans who attend Fenway Park that will eat peanuts in other areas of the park.
- After every game I will send out a survey in which I would like all participants to answer. This survey will help us gain knowledge on how to better improve your experience here at Fenway Park.
- Please contact me throughout the season with updated emails and phone number changes. This is to ensure that everyone stays in the loop and has a fair chance to purchase tickets to our peanut allergy friendly games.

For any suggestions, questions, or information on Peanut Allergy Friendly games please email Eli Kaufman at: peanutallergy@redsox.com