

For Immediate Release

October 12, 2015

**SPORTS LEGENDS MUSEUM TO VACATE CAMDEN STATION
Baltimore Attraction To Seek New Location**

Baltimore, MD – Following several weeks of negotiations, the Board of Directors of the Babe Ruth Birthplace Foundation today unanimously voted not to accept a counter offer from the Maryland Stadium Authority (MSA) to renew its Sports Legends Museum lease at Camden Station. Sports Legends Museum has been a primary tenant in Camden Station since 2005, when the State of Maryland, the Babe Ruth Birthplace Foundation and private contributors invested millions of dollars in the building's renovation.

Sports Legends Museum at Camden Station will be closed to the public effective immediately. The Board will begin an immediate search for a new location for the museum.

The Foundation's Board of Directors had proposed a new lease whereby MSA would return to the rent level approved by MSA and the state Board of Public Works in 2008, a partial payment of back rent, and a five-year lease agreement. MSA countered with a higher rent payment and a lease term of one year.

Foundation executive director Mike Gibbons said, "Our board felt that both the financial terms MSA was requiring and the one-year lease would put Sports Legends Museum in an unviable financial position and would eliminate our ability to effectively implement a new business plan." Gibbons added that "while this is a sad chapter in our history, the Board also voted unanimously to immediately embark on efforts to secure a new location for Sports Legends while we safely relocate and store the nation's largest collection of state sports memorabilia in America."

Foundation Board chairman John Moag said, "With the curtailing of the museum's presence at Camden Yards comes exciting new opportunities. We thank our partners, the Orioles, the Ravens, Baltimore Colts' alumni, the Maryland State Athletic Hall of Fame, many area universities including the University of Maryland, M&T Bank and our many loyal fans and members for their understanding and continued support in helping us ensure that Maryland's sports heritage will remain readily accessible to the public. We also thank the City of Baltimore, the State of Maryland and many others for their strong assistance with museum projects and initiatives over the years."

"Sports Legends Museum, as one of the only not-for-profit cultural attractions in the state paying rent, has been financially challenged by an original business model that was too dependent on admissions and store revenues," Gibbons added. The dramatic slowdown in attendance that impacted Baltimore attractions this summer contributed to the museum's lagging revenues.

The museum will move its Sports Legends collection into storage over the next several weeks, and anticipates a two-year transition into a new venue. Chairman John Moag

noted that “our Board balanced the cost of remaining in Camden Station for one year against investing in a fresh beginning. We chose the latter. Our Board has stepped to the plate and remains as committed today as ever. We are motivated not only by our fiduciary responsibility to the institution, but by our common belief that by telling the story of local sports we are celebrating perhaps the one segment of our culture that brings all of our ethnic, racial, economic and educational differences to common ground. We believe that is worth embracing, preserving and teaching.”

The Foundation’s other attraction, the Babe Ruth Birthplace, which just underwent a complete renovation, will continue to welcome visitors year round. Gibbons said that he plans on exhibiting key artifacts of the Sports Legends collection at the Birthplace while a new location is being developed.

About the Babe Ruth Birthplace Foundation, Inc.

The Babe Ruth Birthplace Foundation, Inc. is an independent, not-for-profit educational institution dedicated to perpetuating Maryland’s storied sports heritage. Its mission is to celebrate and preserve the legacy of Baltimore-born Babe Ruth, Baltimore’s Orioles, Ravens and Colts, as well as local and regional sports at the amateur, collegiate and professional levels. Through its collection the Foundation is able to chronicle and interpret Maryland’s unique sports culture for diverse audiences, for generations to come. The Foundation serves as the governing body of the Babe Ruth Birthplace and Museum and Sports Legends Museum.

---www.baberuthmuseum.org---

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