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EUROPEAN EXPANSION

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St. Louis, MO - (May 1st, 2024) - The St. Louis Cardinals are one of the oldest and most well-known franchises in the MLB. Since established in 1882, originally known as the St. Louis Brown Stockings, we have gone on to win 11 World Series Titles, as well as play in a handful of different countries. Today we want to share the exciting news with Cardinal Nation that we have decided to once again further expand our game to Europe for the Summer of 2025!

Due to recent growth, felt by the entire MLB community, our marketing team has been working on how we can keep this momentum going. The MLB has experienced steady revenue growth in the years prior, driven by factors such as large-scale broadcasting deals, sponsorship agreements, and merchandise sales. The league's financial success has allowed for investment in player salaries, infrastructure, and initiatives to grow the sport further.

Our decision for this expansion comes after much consideration and excitement, and with the help of our loyal fans, colleagues, and all lovers of baseball worldwide, our Red Birds will play in a series of promotional games across Europe next summer! This trend started in 2019 with the Boston Red Sox hosting the New York Yankees for a two game series, and after being wildly successful, other teams, such as ourselves, have chosen to follow in their footsteps.



Our club will play a series of games against other competitive National League teams, taking place at Queen Elizabeth Olympic Park in the heart of London, England. These games will take place during late June, over the course of two weeks. There will be three different two game series' between 3 National League teams, taking place throughout the weekends in June.

The Cardinals will play their first series against the Chicago Cubs, on Saturday June 8th, and Sunday June 9th of 2026. Tickets will go on sale through TicketMaster December 1st, and more details are to come in the upcoming months.

About the St. Louis Cardinals

The St. Louis Cardinals are an American professional baseball team based in St. Louis. The Cardinals compete in Major League Baseball (MLB) as a member club of the National League (NL) Central Division. Since the 2006 season, the Cardinals have played their home games at Busch Stadium in downtown St. Louis. One of the nation's oldest and most successful professional baseball clubs, the Cardinals have won 11 World Series championships, the most of any NL team and second in MLB only to the New York Yankees. To learn more visit: <https://www.mlb.com/cardinals>

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