



Aberdeen Ironbirds Hit Leadoff With 2005's Hottest Fan Promotion

ÄFunkiridesÄ Player/Car Hybrid Fun for Kids, Collectible for Adults

Dallas, TX ([PRWEB](http://www.prweb.com)) April 6, 2005 -- Five ToolÄ Marketing, a sports marketing consultancy, today officially announced that Cal Ripken BaseballÄs Aberdeen IronBirds is the first team to include FUNKIRIDES (<http://www.funkirides.com>) in their 2005 promotional schedule. The IronBirds will reward their loyal fans with the hottest new giveaway since bobbleheads.

ÄFans are becoming a little more finicky, wanting something a little more cutting-edge. WeÄre looking into things that incorporate a player or mascot in a new way, or that a kid can really play with once he gets home, even if itÄs a clever toy car. HeÄll get a little more mileage out of that than a bobblehead he just puts on the shelf,Ä said Aaron Moszer, assistant general manager of the IronBirds, in the October 18-24, 2004 issue of Street & SmithÄs Sports Business Journal.

FUNKIRIDES, which recently debuted at the 2004 baseball winter meetings in Anaheim, Calif., is a line of customizable, wind-up toy cars that puts a teamÄs player or mascot in the ÄdriverÄs seat.Ä The ÄflagshipÄ FUNKIRIDE is a baseball-themed car designed around a teamÄs helmet, which pops back when the car is released to race away, revealing the player or mascot behind the wheel.

While bobblehead dolls and other sports promotions usually end up sitting on a shelf or in a drawer, FUNKIRIDES serve as toys for kids and collectibles for adults. FUNKIRIDES are interactive Ä which makes them unique Ä in the fact that children of all ages can race them against each other. FUNKIRIDES are identifiable Ä customized with player, mascot and/or sponsor. And, FUNKIRIDES come with a removable backpack clip, so kids can carry them to school, sports practice, camps, etc., --spreading the popularity of both FUNKIRIDES and the team/sponsor represented on the car.

ÄWith FUNKIRIDES, teams and sponsors can leverage the current car craze while providing their fans with a collectible that appeals to kids and adults alike,Ä said Kern Egan, principal and co-founder of Five Tool Marketing. ÄFUNKIRIDES is a product that appeals to a broad audience and can be incorporated in any sports organizationÄs marketing plan. Our plan is to expand to other markets in the future so that FUNKIRIDES will be racing at all types of sporting events.Ä

While FUNKIRIDES will be officially introduced to ÄAmericaÄs PastimeÄ this summer, new designs will soon be available for other sports such as the NFL/AFL, NBA, NASCAR, and collegiate teams.

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