

Morton Salt Says 'Go Cubs!' for Double 100th Birthday Party

CHICAGO (PRNewswire) — Morton Salt and the Chicago Cubs are throwing a double birthday party May 17, "Morton Salt Girl Day at Wrigley Field," to celebrate the centennials of the two American icons this year.

Fans are invited to join in on the festivities at Wrigley Field, which include giveaways and photo opportunities with the [Morton Salt Girl](#) [1].

"Morton Salt is thrilled to team up with the Chicago Cubs this year to celebrate the centennials of our brand icons, the Morton Salt Girl and Wrigley Field," said Shayn Wallace, vice president, Consumer and Industrial Businesses, Morton Salt, Inc. "Like baseball, the Morton Salt Girl is an American original and will continue to inspire and enrich our lives for many years to come."

Centennial Celebration Details

- A group of 30 Morton Salt Girls and Clark, the team's new mascot, will team up to throw salt over their shoulders to wish the Cubs good luck and celebrate the centennial of Wrigley Field and the Morton Salt Girl.
- Fans can get their picture taken as the Morton Salt Girl – thanks to a cut-out of the famous icon – and win Morton Salt prizes at an event space across the street from the Wrigley Field Marquee from noon to 1:30 p.m.
- The Morton Salt Girl will throw out a ceremonial first pitch before the game.
- The first 10,000 fans entering the ballpark will receive a [collectible umbrella featuring the 100th birthday logos for the Morton Salt Girl and Wrigley Field](#) [2].

"It's not often two iconic brands can celebrate a 100th birthday together, so we're very excited to welcome the Morton Salt Girl to Wrigley Field to celebrate the historic milestone," said Cubs Vice President of Sales and Partnerships Colin Faulkner.

Fans of the Morton Salt Girl are encouraged to join in the celebration, wish her happy birthday and share their favorite Morton Salt memories using the #MortonSaltGirl100 hashtag on [Facebook](#) [3], [Twitter](#) [4] and [Instagram](#) [5]. To learn more about activities planned in honor of the Morton Salt Girl's centennial, visit www.MortonSaltGirl100.com [1].

Morton Salt Girl Day takes place during the Cubs' season-long, decade-themed celebration of the last 100 years of Wrigley Field. During each decade-themed homestand, fans receive unique throwback promotional items and enjoy retro food and beverage specials, throwback uniforms worn by both teams and entertainment

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specific to the time period being celebrated. To learn more about the activities planned in honor of Wrigley Field's centennial, visit www.WrigleyField100.com [6].

About Morton Salt, Inc.

Morton Salt, Inc., part of the K+S Group, is the trusted authority in salt in North America. Our iconic Morton® brand, coupled with the broadest footprint in the industry has made us a leader since 1848. We produce salt for culinary, water softening, household and road deicing, food processing, chemical, pharmaceutical, and numerous industrial uses. Our employees are committed to safety, quality, service and the communities in which we operate. For more information, visit www.mortonsalt.com [7].

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Links:

[1] <http://www.mortonsaltgirl100.com/>

[2]

http://chicago.cubs.mlb.com/chc/images/promotions/y2014/250x250_umbrella.jpg

[3] <https://www.facebook.com/MortonSalt>

[4] <https://twitter.com/mortonsalt>

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[6] <http://www.wrigleyfield100.com/>

[7] <http://www.mortonsalt.com/>