



FOR THE LOVE OF

THE GAME

Craig Brown, Cliffs Member and
Greenville Drive President/Owner

Like many boys, Craig Brown dreamed of playing baseball when he grew up. He played wiffle ball in the backyard and Little League, was an All-Star for his T-ball team and pitched varsity for the Lahser High Knights in Bloomfield Hills, Michigan.

He became a lifelong fan of the Detroit Tigers. Nearly half a century later, when he talks about the team, you can still hear the boy in his voice.

As an adult he headed up several of advertising's largest agencies but after overseeing three of the industry's most defining mergers, he decided to change careers and on a whim bought a baseball team.

Craig was able to move the team, an affiliate of the Boston Red Sox, from Columbia to Greenville because he was the only owner among those competing for the coveted location willing to build a stadium at his own expense on land supplied by the city in the heart of Greenville's vibrant downtown.

THE GREENVILLE DRIVE WAS BORN.



BUILD IT & THEY WILL COME

Craig wanted the team's new ballpark, Fluor Field, to be an exact replica of the Sox's storied Fenway Park. It took an effort equivalent to a miracle pennant drive, but when the first pitch was thrown out on opening day April 6th, 2006, Fluor Field had its own Green Monster, a manual scoreboard, and Pesky's Pole down the right field line. Field St. became a local version of Yawkey Way, and just like at Fenway, the crowd sang "Sweet Caroline" in the eighth inning.

In keeping with Craig's pledge to offer the best in affordable family entertainment, the ballpark's concourse is filled with balloon artists, face painters, magicians, clowns and the occasional high school marching band. The team's mascot, a frog named Reedy Ripit, sits atop the Monster, catching balls with his tongue.

"We've always believed that success was becoming a part of the fabric of the community. That's what sets us apart and underlies everything we do." Which is why every brick used in the ballpark's construction was reclaimed from the area's textile mills where baseball in Greenville was born.



Over the past decade, the fan experience and the team's success on the field — 45 players in its ten-year history have gone on to play in the majors — have helped bring an excitement to the heart of Greenville that's made it one of the most vibrant small cities in the country.

AT HOME AT THE CLIFFS

Craig and his wife of 40 years, Vicki, split their time between Greenville and a golf cottage they have at Keowee Falls.

"The Cliffs, especially the new ownership, like us is all about providing good times and good fellowship. It's all about the experience."

He plays some golf, enjoys walking the trails that wind through the Falls' 2500 acres and spending time at the new fitness center. After all, you never know when the Drive might need a wily right-hander to pitch for an inning or two.

YOU CAN'T BLAME A BOY FOR DREAMING.

