President’s Message
by Andrew E. Masich
President & CEO

Sports as History

Western Pennsylvania has a sports tradition unlike any place in the world. Our sports history is an important part of the Pittsburgh story: it helps to define us and serves to bind us together as a region.

In 2004, we opened the Western Pennsylvania Sports Museum, a two-story museum-within-a-museum inside the History Center. Public reaction to the Sports Museum over the past half decade has been tremendous as fans from across the country have learned how sports have impacted our culture and history.

We saw an almost immediate increase in male visitors—many of them fathers—and we had fun with our ad campaign, “Honey, me and the guys are going to the museum.”

This spring, the Sports Museum welcomed the most famous trophy in sports—the Stanley Cup—thanks to the generosity of our friends at the Pittsburgh Penguins and the Hockey Hall of Fame. The response to the Cup exceeded even our lofty expectations. Nearly 20,000 visitors waited in lines that stretched around the block for their chance to touch and take their photo alongside Lord Stanley’s legendary trophy.

Fans as young as three weeks old posed with the Cup, along with visitors from as far away as New York, California, and Canada. Thanks to a special “fast track” line promotion, more than 1,200 new family members joined the History Center.

Now that the weather is heating up, the Sports Museum will turn its attention to the 50th anniversary of one of the most famous teams in baseball history.

The 1960 Pirates, led by the stellar play of Vern Law, ElRoy Face, Dick Groat, and Roberto Clemente, won 95 games in the regular season en route to a World Series showdown with the New York Yankees.

On Oct. 13, 1960, with 36,683 fans at Forbes Field cheering for the Pirates during Game Seven—and countless school children sneaking away to listen on their transistor radios—the Bucs’ Bill Mazeroski hit the most dramatic home run in baseball history to defeat the mighty Yankees.

This summer, visitors can relive the ’60 season as part of our new exhibit, Beat ’Em Bucs—The Story of the 1960 Pittsburgh Pirates.

Through a unique collection of photographs and artifacts, fans will learn about the historic season. In conjunction with the new exhibit, we plan to unveil a lifelike figure of Maz hitting his homerun on the 50th anniversary of the historic blast.

Maz will take his place alongside other lifelike figures inside the museum, including George Washington, Fred Rogers, Queen Aliquippa, Rosie the Riveter, and Franco Harris, and will help further establish the History Center as the “people museum”—people who have helped establish history as an integral part of our community and sense of pride.