



Left without much to follow for the next 10 days or so, the Indians gave us a one big talking point this week that beautifully coincides with my deadline for writing this weekly column. The promotional schedule!

It's a difficult time of year for a sports fan as we will now be without football until September and are stuck in the middle of the NBA, NHL, and college basketball seasons. For those of you who get bored enough to watch golf, I hope you're enjoying the Pebble Beach Pro-Am. For those infatuated with left turns, you still have a couple weeks until the Daytona 500.

Baseball season is slowly, but surely, coming along. The Indians will report to Goodyear, AZ on February 20, the same day that single-game tickets go on sale. For the first time, I will be a season ticket holder (!! ) and so my yearly tradition of being in line at the nearest Cleveland Indians Team Shop for Opening Day tickets on the first day they're available will come to an end. It hasn't won us a World Series so far, so if we somehow do hold a parade this October, I take full responsibility.

In line with ticket sales beginning in about a week-and-a-half, the Indians released their 2012 Promotional Schedule. Despite a bunch of nice promotional items, I'm really disappointed that the creative department doesn't think outside the box a little bit. Sure, I'll be glad to add a Sandy Alomar Jr. bobblehead to my collection. I'm not sure what I'll do with a Chuck Nagy replica jersey, but it's a nice gesture to pay homage to one of the better Indians starting pitchers in the Jacobs Field era. But, I think they definitely missed some opportunities.

