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## The Rumble

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### Going 'Long'

#### Ferraro twins take hockey showcase to L.I.

Whenever anyone would ask the Ferraro twins where they would go to pursue their hockey dream, invariably one or both would say:

"Where didn't we go?"

Long Island is where they didn't go.

The former Rangers and U.S. Olympians are about to change that.

Chris and Peter Ferraro — the pride of Port Jefferson, and all of Long Island, really — are embarking on a plan to make their homeland a hockey wonderland of sorts for young dreamers when Ferraro Brothers Hockey will be hosting a tri-state prep school/college showcase Aug. 4-5 at Dix Hills Arena.

"Long Island's obviously not a hockey hotbed," Peter (or was that Chris?) told the Rumble at Umberto's of New Hyde Park. "A lot of scouts don't come to Long Island to look at players. The only way to get exposure is to leave Long Island."

But not if the scouts and coaches at all levels come to Long Island.

"We're trying to bring the highest level quality back to our community," said Chris (or was that Peter?).

The festival invites elite level players age 15-18 to compete in games on both days as well as benefit from a one-hour seminar from College Hockey Inc., and off-ice testing by strength and conditioning and sports fitness guru Jon DiFlorio (Institute 3E).

The brothers are grateful that Umberto's, the NHL Network's Billy Jaffe and prominent Long Islander Rich "Big Daddy" Salgado have lent their support. As many as 120-130 players are expected.

"Now our passion is to bring this back to to our community and impact these players and help guide them," said Peter.

The fee is \$500. The deadline to register is next Sunday: [www.ferrarobrothershockey.com](http://www.ferrarobrothershockey.com).

"We want to share our experiences with everybody," Chris said.

#### Wright had early All-Star access

The first time David Wright was in an All-Star locker room was in July 2004, in Houston, and he really wasn't supposed to be there. A few weeks before his promotion to the Mets, Wright wanted to meet third baseman Scott Rolen, then with the Cardinals.

"A friend got me in to see Scott," said Wright, who will be playing in his sixth All-Star Game on Tuesday in Kansas City. "We have the same agents and I just wanted to hear from him about what to expect when I got to the majors. He gave me some great tips that I live by today."

Wright has compiled a .462 batting mark (6-for-13) in his five previous games. Wright and Lee Mazzilli are the only Mets to belt an All-Star home run.

Wright this week became the only Met in history to begin his career with at least 10 home runs in nine straight years. He is one of only 39 major league players since 1901 to reach double figures in home runs in his first nine years in the majors.

"It's truly amazing what David has been able to accomplish at such a young age," manager Terry Collins said. "It's a testimony to his greatness to have so many club records before his 30th birthday."

#### Liberty star hosts wheelchair event

New York Liberty captain and All-Star Cappie Pondexter is turning a cause very near to her heart into an annual event.

Following today's Liberty game at Prudential Center, Pondexter will host the first annual "Cappie Pondexter Wheelchair Classic," with two groups from the "New York Rollin' Knicks" wheelchair team. Pondexter recently was honored by Wheelchair Charities, alongside Giants wide receiver Victor Cruz, for her efforts in the community promoting healthy and active lifestyles for children.

She will be joined by teammates Essence Carson and Kia Vaughn, and alumni Vickie Johnson and Becky Hammon to coach the two teams.

Fans with tickets to the Liberty vs. Silver Stars game can stay for the charity game and participate in a live auction in the

Fire Lounge at the arena. Exclusive team items being auctioned include authentic signed gear from Pondexter, Carson, Vaughn and Leilani Mitchell, as well as a private one-hour basketball skills clinic with Cappie.

Proceeds go to Wheelchair Charities and the Garden of Dreams Foundation. For information, visit [www.nyliberty.com](http://www.nyliberty.com).

### **Announcers have ‘Mercy!’ on Fenway**

Noted baseball author Curt Smith’s new book “Mercy!” celebrates the Fenway Park’s centennial anniversary via the reflections of the Bosox announcers through the years — Ned Martin, Curt Gowdy, Ken Harrelson, Dick Stockton, Sean McDonough and more. The jacket cover contains testimonials from George H.W. Bush and Michael Dukakis. ... A weekend tribute to minor leaguers who played ball in the river towns along the Hudson Valley will be held in Peekskill at the “Old Timers’ Baseball Celebration” July 20-22. Activities include a reception with players at the Peekskill Museum, a panel discussion moderated by “Beyond The Game” TV host John Vorperian and a Saturday night dinner featuring Jim Bouton as guest speaker. Exhibits and daytime events, which include a forum with Yankees baseball author Marty Appel at the Cove Restaurant, are free and open to the public. For more information, contact Bob Mayer at (914) 980-2849.

### **McEnroe tennis academy expands**

The John McEnroe Tennis Academy at Sportime Randall’s Island will be expanding to Westchester and Long Island this fall. On July 21 it will hold an open tryout for boys and girls ages 8-14, with the best earning scholarships for when the third class starts after the U.S. Open. McEnroe and his staff will be on hand to evaluate all comers.

McEnroe also will take on Andre Agassi on July 19 as part of World Team Tennis in a fundraiser for scholarships for the Academy.

To preregister, email the academy at [Tryout@SportimeNY.com](mailto:Tryout@SportimeNY.com) or call (212) 427-6150.

### **SNY campaign invades Bronx**

SNY is keeping the Subway Series on track by making a daring and provocative stop in The Bronx.

The television home of the Mets has embarked on a bold subway domination campaign — a mere David Wright pop fly from Yankee Stadium — promoting itself as the “TV Home of All Things New York Sports” via “Geico SportsNite.”

Riders on the B, D and 4 lines who enter or exit the 161st Yankee Stadium Station starting tomorrow through August won’t be able to miss the blunt message to Yankees fans who are inclined to worship at the YES Network altar — that SNY has something to offer that no other television station provides in the New York market.

Batter up, YES.

“YES has been the most-watched regional sports network in the nation the past nine years,” said YES VP of Communications Eric Handler. “Locally, YES’ average prime-time audience last year was more than SNY and MSG’s combined, as was its total day audience.”

The theme line for SNY’s “subway takeover” campaign, which is an extension of a series of SNY television spots, is “Watch GEICO SportsNite and Keep Your Sports Stuff Happy.” The campaign argues that you can’t be a true New York sports fan and get your sports coverage from the local news, national sports shows or channels that just cover two teams. A range of New York sports teams is represented in a series of commercials featuring New York sports collectibles, figurines and bobbleheads who are unhappy with their lives because their owners are getting their sports coverage from “inferior programming.”

The subway will be covered with slogans such as “Don’t Mortify Your Memorabilia By Watching a Channel That Only Covers Two NY Teams.”

“We’ve always taken the position of wherever we want to be, we’re gonna be big,” SNY president Steve Raab told The Rumble.

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SNY’s contention is that as the self-proclaimed TV Home of All Things New York Sports, there is no reason why The Bronx shouldn’t be fair game, too.

“From spring training to the regular season to the postseason,” Raab said, “I think we have followed and covered the Yankees as thoroughly as any electronic outlet in this market.”