

Milwaukee Brewers Honor Bob Uecker with Jersey Patch Tribute

This season, the Milwaukee Brewers are paying tribute to one of the most iconic figures in baseball sportscasting history, Bob Uecker, by wearing a commemorative jersey patch in his honor. Uecker, who passed away in January at the age of 90, left his mark on baseball and pop culture. Also known as “Mr. Baseball,” Uecker’s quick wit, charisma, and love for the sport made him a beloved figure in Milwaukee and beyond.

The Brewers’ jersey patch is a fitting symbol of his legacy. It features Uecker’s signature over a baseball in Brewers blue and yellow that’s circled by a ring of plaid, meant to resemble the colorful sportscoats that Uecker wore for many of his television appearances. For Brewers fans, Uecker was much more than a broadcaster. He was the voice of spring, summer, and fall and the storyteller who made every inning entertaining no matter what the scoreboard said.

Uecker’s career with the Brewers began in 1971 when he joined the radio broadcast team. His self-deprecating humor and anecdotes set him apart from other broadcasters. Uecker had the rare ability to connect with listeners on a personal level, making even the slowest games feel important. His career earned him the prestigious Ford C. Frick Award in 2003 and placed his name in the National Baseball Hall of Fame, among inductions into the Wisconsin Athletic Hall of Fame, the Radio Hall of Fame, the National Sportscasters and Sportswriters Association Hall of Fame, and the National Association of Broadcasters Hall of Fame.

Though he thrived in baseball, Uecker’s influence went beyond the ballpark. He became a pop culture icon, appearing regularly on *The Tonight Show Starring Johnny Carson*, where he made audiences laugh with his deadpan humor. He wrote two books and hosted *Saturday Night Live* and *WrestleMania*. His acting credits include starring in the ABC sitcom *Mr. Belvedere* and, most famously, playing broadcaster Harry Doyle in the *Major League* movie. His ad-libbed line “Just a bit outside” in *Major League* has become part of baseball’s vocabulary.

For the Brewers organization and fans alike, Uecker wasn’t just a beloved voice on the broadcast; he was a beloved friend. He served as the Brewers play-by-play announcer for 54 years. He is honored with two statues, one unveiled in 2012 outside American Family Field and one unveiled in 2014 inside the ballpark behind the last row of section 422 in the upper deck. This statue was a nod to the iconic Miller Lite “All Stars” ads of the 1970s and ‘80s, where Uecker would proclaim, “I must be in the front row!” only to get sent to the cheap seats. His

influence even extended to the team's culture, with players honoring him by dressing up as Uecker during their themed road trip in 2018.

The Brewers' decision to honor Uecker with a jersey patch to honor him every time they take the field is a warm tribute to a true baseball legend. Uecker's voice will always echo through American Family Field and beyond. His impact on baseball and pop culture is timeless, and his stories will continue to bring laughter and inspiration for generations to come.

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