Payday bar gives baseball's behind-the-scenes legends the recognition for their hustle

October 8, 2026 at 10:00 AM EDT

Anthony Rizzo, Ryan Howard and Nick Swisher recognize the behind-the-scenes contributors whose hustle helped shape their connection to the game

HERSHEY, Pa., Oct. 8, 2026 /PRNewswire/ -- As postseason baseball shines a spotlight on the game's biggest stars, the *Payday* brand is celebrating the people who are behind the scenes powering the game. Through the new Low Key Legends campaign, the *Payday* brand partnered with baseball legends Anthony Rizzo, Ryan Howard and Nick Swisher to recognize people whose hustle and passion throughout their careers often goes unseen but helps power players, teams and fans.

Experience the full interactive Multichannel News Release here: https://www.multivu.com/hershey/9413552-en-payday-bar-brand-partners-with-baseball-legends

For Anthony Rizzo, that person is Danny Mueller, whose journey from bat boy to clubhouse manager made him a trusted fixture of Chicago baseball. For Ryan Howard, it is Ali Modami, the batting practice pitcher known for helping players prepare and succeed behind the scenes. For Nick Swisher, it is Rob Cucuzza, the longtime clubhouse manager whose consistency and leadership helped keep one of baseball's most iconic clubhouses running.

Each Low Key Legend honoree will receive $8,000 from the *Payday* brand in recognition of their contributions to the game. The *Payday* brand will also make an additional $8,000 charitable donation in each honoree's name, turning recognition into a giveback that extends their impact beyond the ballpark and helps create opportunities for future generations.

"The *Payday* brand believes the simple, real stuff matters," said Chris Fenton, Senior Brand Manager, *Payday*. "In baseball, that means the people who show up every day, handle the details and keep the game moving without asking for the spotlight. Through the Low Key Legends campaign, we're proud to celebrate the behind-the-scenes contributors whose dedication embodies that spirit and whose impact deserves to be recognized."

"Danny Mueller's journey from bat boy to clubhouse manager says everything about the hustle that fuels the game," said Anthony Rizzo. "He worked his way up by doing the little things that keep a clubhouse moving, earning the respect of everyone around him along the way. You can always count on Danny, and that is why he is so deserving of this title."

"Fans see what happens on the field, but they don't always see the hustle that makes those moments possible," said Ryan Howard. "Ali Modami has spent years helping players put in the work and prepare behind the scenes. That effort fuels what happens at the plate and makes him a true Low Key Legend."

"Every clubhouse needs someone like Rob Cucuzza," said Nick Swisher. "He took pride in getting every detail right and never cut corners. That behind-the-scenes hustle kept the clubhouse running and helped everyone around him perform at their best."

Together, their stories spotlight the steady dedication that keeps baseball moving, from clubhouse routines to preparation behind the scenes. For *Payday*, that spirit reflects a simple belief: real impact often comes from the people who show up every day and do the work without asking for the spotlight.

FAQs

What is *Payday* Low Key Legends?
Low Key Legends is a baseball-season campaign that celebrates the people who fuel the game but whose essential work happens behind the scenes, including groundskeepers, clubhouse staff, equipment managers and other longtime contributors. Through the campaign, *Payday* is recognizing the dedication, consistency and hustle that help keep the game moving season after season.

What does *Payday* mean by a "Low Key Legend"?
A Low Key Legend is someone whose hard work, consistency and behind-the-scenes contributions make a meaningful difference, but whose work is not typically recognized publicly. In baseball, that may include clubhouse staff, equipment managers, groundskeepers, stadium crews and other contributors whose work helps make every game possible.

Who is participating in the campaign?
Baseball legends Anthony Rizzo, Ryan Howard and Nick Swisher are partnering with *Payday* to honor people from their own baseball communities

who have helped fuel their success. Each selected a Low Key Legend honoree whose dedication and impact deserve greater recognition.

What will each Low Key Legend receive?
Each Low Key Legend honoree will receive $8,000 from the *Payday* brand in recognition of their contributions to the game. The *Payday* brand will also make a separate $8,000 charitable donation in each honoree's name, helping extend their impact beyond the ballpark and support future generations in their communities.

Who are the 2026 Low Key Legends being nominated?
Anthony Rizzo selected Danny Mueller, clubhouse manager. Ryan Howard selected Ali Modami, batting practice pitcher. Nick Swisher selected Rob Cucuzza, clubhouse manager. Each was chosen for the lasting impact they made behind the scenes in their respective baseball communities.

Why is PAYDAY celebrating Low Key Legends?
Payday is built for hustle, not hype. This playoff season, we're saluting the Low Key Legends—authentic, essential people who keep the game running and never ask for the spotlight. While *Payday* fuels the hustle, Low Key Legends are the real fuel behind October baseball.

Is there anything new to the classic *Payday* bar?
No. Low Key Legends is a new campaign from *Payday* celebrating baseball's behind-the-scenes contributors. The campaign does not involve any changes to the classic *Payday* bar, which continues to deliver the same combination of peanuts and caramel fans know and love.

Why does *Payday* believe these behind-the-scenes roles matter?
These behind-the-scenes legends are the backbone of baseball. Without their grit and dedication, game day doesn't happen. *Payday* knows the real magic isn't just on the field—it's in the everyday effort that makes every moment possible. Their work keeps the game running, and their impact fuels every inning.

How does Low Key Legends connect to *Payday*?
Low Key Legends reflects the *Payday* belief that it is in fact the simple, real stuff that fuels us best. Just like *Payday* is all about straightforward, authentic fuel, baseball runs on the hard work of people behind the scenes. This campaign honors their hustle and delivers the recognition—and the "pay day"—they deserve. Peanut. Caramel. Bar. That's the *Payday* way.

What is the connection between *Payday* and baseball?
Baseball and peanuts are two timeless traditions that have gone hand in hand for generations. Through Low Key Legends, *Payday* is celebrating another part of the game that stands the test of time: the dedicated people whose hard work helps make every season possible.

How can fans participate?
Fans can tag @payday_bar and use #LowKeyLegends to celebrate a behind-the-scenes hero from their ballpark.

Where can people follow the campaign?
Follow @payday_bar on Instagram and @payday_candybar on TikTok for Low Key Legends stories and campaign updates.

About The Hershey Company
The Hershey Company (NYSE: HSY) is an industry-leading snacks company with a purpose to make more moments of goodness and a vision to lead next generation snacking. Hershey brings together more than 20,000 employees worldwide to deliver delicious, high-quality products across more than 85 brands in approximately 65 countries, generating more than $11.7 billion in annual revenues.

Hershey brings its full portfolio to market as ONE Hershey, spanning confection, salty and functional snacking categories with beloved brands like Hershey's, Reese's, Kisses, KIT KAT®, Jolly Rancher, Twizzlers and Ice Breakers; salty snacks including SkinnyPop, LesserEvil, Pirate's Booty and Dot's Homestyle Pretzels; and a protein portfolio including ONE Brands and Fulfil. For more than 130 years, Hershey has operated fairly, ethically and sustainably. Founder Milton Hershey established Milton Hershey School in 1909, and that legacy of purpose endures today through the company's commitment to helping children succeed through equitable access to education.

To learn more visit: www.thehersheycompany.com

Follow:
https://x.com/hersheycompany
https://www.linkedin.com/company/the-hershey-company
http://www.facebook.com/hersheycompany
http://www.youtube.com/hersheycompany
http://www.instagram.com/hersheycompany


SWING FOR
THE FENCES
PAYDAY


SWING FOR
THE FENCES
PAYDAY


SWING FOR
THE FENCES



View original content:https://www.prnewswire.com/news-releases/payday-bar-gives-baseballs-behind-the-scenes-legends-the-recognition-for-their-hustle-302901800.html

SOURCE The Hershey Company

Emily Barounis, emily.barounis@mslgroup.com