

OFFICIAL COMMUNITY OUTREACH PUBLICATION OF THE KANSAS CITY ROYALS

ROYALS IN THE CLASSROOM

SLUGGERRR TAKES HIS ANTICS TO AREA SCHOOLS

GOING ^{THE} DISTANCE



{LEADING OFF}



Going The Distance is the official community outreach publication of the Kansas City Royals. For more information, call 816-921-8000, write to us at 1 Royal Way, Kansas City, MO 64129 or visit royals.com.

Photography: Chris Vleisides, Myron S. Cramer, Natalie Byrnes, Liberty Corn Maze
Design: Jeff Abele, Move Creative

The expression "home is where the heart is" comes to mind when thinking about Kansas City, especially for the many Royals players and coaches who travel to places such as Arizona, Hawaii and the Dominican Republic to play and train during the offseason. While the players and coaches prepare for the 2007 season, the bond with Royals fans across the Midwest is what keeps the Royals family striving for excellence on the field and in the community.

Just as we have since 1969, the Royals family will stay committed to the fans and organizations that make up our great community. While we reflect on the past season, we look forward with anticipation towards what lies ahead.

As always, thank you for your continued support and devotion to the Royals family.

Sincerely,

Dan Glass
President, Kansas City Royals

ROYALTY FIELDS

GIVING AREA FIELDS A LIFT

Youth baseball fields in need of improvements may be eligible for a matching contribution from Royals Charities.

"Royalty Fields" grant distribution program provides new life to area baseball fields. Midwest non-profit and government units who run baseball and/or softball programs may apply for project specific matching grants up to \$5,000. The mission of the program is to match

financial assistance to area organizations who are actively seeking assistance for their improvement projects.

The grants will be awarded to organizations to improve game-essential areas including new sod, infields, fencing and dugouts. Non-essential items including lights, bleachers/grandstands, restrooms and scoreboards will not be considered. Each field will be considered on a case-by-case basis by Royals Charities.

The first grant cycle was recently completed, and the new cycle will start this spring. For more information or to download an application, visit the Community section of royals.com.

GIVING BACK STAT

4,566

School supplies collected during the Royals Charities Back to School Drive

CLUTCH PARTNER

HCA Midwest Health System and its network of 12 state-of-the-art hospitals not only fulfills the healthcare needs of local families, they also contribute to the social wellbeing of some of the Royals biggest fans! Royals Charities Baseball 101 with Buddy Bell, presented by Your HCA Midwest Hospitals, gave female Royals fans a chance to experience baseball, while the proceeds went to the Down Syndrome Guild of Greater Kansas City. Thanks HCA for your continued support!



SEEKING A DONATION?

Charities and non-profit organizations seeking a donation for an upcoming auction, raffle or other event should complete a Donation Request Form found in the Community section of royals.com. The form should be mailed to the Royals four weeks prior to the event. Requests via e-mail or fax are not accepted. Note: If you are seeking a large amount of tickets for your non-profit group to attend as a group, please complete a request through the Take Me Out to the Ballgame program.



Baseball 101 participants and instructors enjoy their day on the field of Kauffman Stadium.

BASEBALL 101

BUDDY BELL LEADS ANNUAL CHARITY EVENT

Royals Manager Buddy Bell does more for Kansas City than manage a team. Getting out of the dugout, Bell turned baseball lessons into a \$20,000 donation for the Down Syndrome Guild of Greater Kansas City when he hosted Royals Charities Baseball 101 on July 8.

The women-only clinic invited participants to Kauffman Stadium for some hands-on, one-on-one instruction on hitting, fielding and scorekeeping, lunch in the exclusive Midwest Airlines Crown Club and on-field recognition before the Royals game versus the Toronto Blue Jays that evening. Bell turned to members of his coaching staff, infielder Angel Berroa and former infielder Carlos Febles to help instruct at the event.

The Baseball 101 event, which Bell initiated in 2005 during his first season with the team, has led to a contribution of \$40,000 for the Down Syndrome Guild of Greater Kansas City.

For Bell, the clinic is just one thing he can do to give back to his community. Aside from managing his team, Bell has also participated in the annual Royals Caravan, visiting Royals fans throughout the region and, throughout the season.

In addition, Bell has enlisted Royals players and coaches to join him in visiting local children undergoing medical treatments. On those visits, the children received Royals

Build-A-Bears, autographs and warm greetings from the contingent.

As the new season

approaches, the Royals again turn to Bell for his leadership both on and off the field.

ROYALS CHARITIES GRANTS

In 2006, Royals Charities distributed \$313,000 in grants to several charitable and nonprofit organizations throughout the Midwest. These recipients will utilize the grants for various projects within their organizations.

The non-profit organizations receiving grants in the 2006 season include:

- American Liver Foundation
- Boys & Girls Clubs of Greater Kansas City
- Down Syndrome Guild of Greater Kansas City
- Harry S. Truman Library Institute
- Harvesters – The Community Food Network
- Kansas City Crime Commission
- Leukemia & Lymphoma Society
- Missouri Legislative Black Caucus Foundation
- YMCA Challenger Division Baseball Park

The mission of Royals Charities is to make a difference in the lives of Kansas City citizens through grants and donations to various meaningful and impactful charitable organizations. Since 2001, with the help of Royals players and their families, Royals Charities has contributed more than \$2.3 million to non-profit associations that invest in youth, education and neighborhood programs.



{GAME PLAN}

GOING THE DISTANCE

NOVEMBER

HOLIDAY CARD DESIGN CONTEST

Is there a budding artist in your lineup? The Kansas City Royals turn to students from Kindergarten through 8th grade to submit

artwork for the Royals Holiday Card Design Contest. The winning entry is featured on one of the printed holiday greeting cards of the Kansas City Royals. Plus, new for the 2006 contest, the design appears in the

team's official e-card to be sent to Royals subscribers.

4 HARVESTERS CHECK OUT HUNGER LAUNCH

On Nov. 4, the Royals help Harvesters launch their "Check Out Hunger" program at Hy-Vee, located at 310 SW Ward Road in Lee's Summit, Mo. The 2006 campaign marks the 15th anniversary of the program that encourages customers to make a donation to Harvesters at the check-out counter. Several former Royals players and



Sluggerrr meet fans and help sack groceries for customers making a donation. Former players appearing included Royals Hall of Fame pitcher Paul Splitteroff, pitcher Al Fitzmorris, outfielder Les Norman, pitcher Shawn Sedlacek and catcher and manager John Wathan.

9 SERVING LUNCH AT THE CITY UNION MISSION

Royals Charities reach out to area families in need this holiday season by volunteering at the City Union Mission on Nov. 9. Royals Hall of Fame second baseman Frank White and his wife, Teresa, and infielder Andres Blanco and his wife, Rossie, join Royals associates in serving a Thanksgiving feast to guests at City Union Mission's two area facilities. Since 1924, City Union Mission has provided warm beds, nutritious food and a place of safety for thousands of poverty stricken and homeless men, women and children.

DECEMBER

1 JOHNSON COUNTY CHRISTMAS BUREAU'S HOLIDAY SHOP

Royals Charities joins the Johnson County Christmas Bureau to help distribute coats and other items to low-income families of Johnson County, Kan. As part of the Royals Charities Coat Drive held in September, several of the coats will be put to good use throughout the winter. The Johnson County Christmas Bureau is a volunteer, non-profit organization created in 1960 to provide food, clothing, gifts, toys, and personal care items to those in need.

2 SURPRISE PARTY - FIVE-YEAR CELEBRATION

The Royals join the City of Surprise to celebrate five years of Spring Training at the Surprise Recreation Complex in Surprise, Ariz. The event, held at the facility, commemorates the partnership between the Kansas City Royals, the Texas Rangers and the City of Surprise.

9 CHRISTMAS WITH A COP

For the second year, the Royals team up with the Topeka/Shawnee County Fraternal Order of Police (FOP) Lodge #3 and Wal-Mart for the Christmas with a Cop event on Saturday, Dec. 9. Royals mascot Sluggerrr Claus and Topeka area law enforcement shop with children from Big Brothers/Big Sisters before visiting local hospitals.

GIVING BACK STAT

\$313,000

Amount Royals Charities distributed in grants to local organizations in 2006

JANUARY

ROYALS CARAVAN

To launch the baseball season, Royals players, coaches, alumni, front office staff and Sluggerrr visit several communities throughout the Midwest. Each winter, the Caravan visits schools, hospitals, shopping malls, and radio stations. The Winter Caravan visits more than 30 cities and logs over 2,000 miles during the several-week tour. Detailed itinerates will be displayed at royals.com.



19 BASEBALL FORECAST LUNCHEON

Just prior to pitchers and catchers reporting to Spring Training, the Kansas City Sports Commission hosts the 15th Annual Baseball Forecast Luncheon. Enjoy the official launch of the 2007 Royals season by joining front office executives and other panelists as they break down the upcoming baseball season. Additional event information will be announced on royals.com.

FEBRUARY

8 RBI FIRST PITCH LUNCHEON FEATURING DAYTON MOORE

The Royals join the Boys and Girls Clubs of Greater Kansas City to host the annual First Pitch Luncheon at Kauffman Stadium. Potential donors are asked to support the Reviving Baseball in the Inner City (RBI) program through Team Sponsorship or other donations. Royals General Manager Dayton Moore provides participants with an insider's outlook on the 2007 season.



SLUGGERRR VISITS SCHOOLS

LION BRINGS A MESSAGE ABOUT READING AND THE IMPORTANCE OF EDUCATION

No, you are not imagining things nor are your children straying from the truth with this story. There is, in fact, a big lion visiting area schools, turning your children upside down and telling them just how great reading can be.

Taking advantage of some down time during the offseason, Royals mascot Sluggerrr has been taking his crazy antics and personality out of the friendly walls of Kauffman Stadium and into the community. Sluggerrr, along with a few of his pals from the Royals organization, has been out and about visiting area schools and sharing his views on what it takes to be a good student and a good citizen, turning fun and games once kept in the baseball stands into a lesson for the classroom.

"The Royals are happy that Sluggerrr has a strong presence in the community year-round, not just during the season," said Lora Grosshans, director of public relations for the Royals. "The organization is always searching for new and exciting ways to emphasize the importance of education and involving such a popular, fun-loving mascot like Sluggerrr is a great way for us to get our message out to kids across the area."

The Sluggerrr visits, which also happen

on a smaller scale during the baseball season, focus on the importance of reading, sportsmanship and character building. The visits have included Sluggerrr's participation in school assemblies, themed weeks such as Red Ribbon Week (Oct. 23-27) and single classroom drop-ins.

If your school or group is interested in having Sluggerrr and the Royals as guests, please contact Byron Shores at Byron.Shores@royals.com or (816) 504-4332. There is a fee to secure Sluggerrr's visit, with all proceeds benefiting Royals Charities.

SPEAKERS BUREAU

Want to get your Royals news directly from the people who make it happen? Several members of the Royals senior management staff including General Manager Dayton Moore and Assistant General Manager Dean Taylor have been speaking to groups throughout the Midwest as part of the Royals Speakers Bureau. The Royals are proud to provide speakers for civic and charitable functions to share their experiences in an informative and entertaining presentation. Check out royals.com or call 816-921-8000 for more information.



{ GRAND SLAMS }

GOING THE DISTANCE

GLOVES FOR KIDS

Dick's Sporting Goods, the Royals, and broadcaster Ryan Lefebvre's Footprints Foundation teamed up on Aug. 21 for the annual Gloves for Kids event. Since its start in 2001, Gloves for Kids has raised more than \$50,000 in an effort to provide new baseball gloves for Kansas City's disadvantaged youth. The Footprints Foundation was established by Lefebvre to invest in the athletic and social development of young athletes. Royals players John Buck, David DeJesus, Jimmy Gobble, Luke Hudson, Joe Nelson, Ryan Shealy, Andrew Sisco and Mark Teahen joined Lefebvre at Dick's Sporting Goods to sign autographs for fans who made a donation towards new baseball gloves.



David DeJesus at Gloves for Kids



Ryan Shealy with Royals fan Anna Byrnes

GROUNDBREAKING FOR CHALLENGER

Royals third baseman Mark Teahen traded in his bat for a shovel on Oct. 17 to help break ground for the Challenger Sports Complex. Teahen, the official spokesperson for the YMCA Challenger Division of Little League Baseball, joined Royals President Dan Glass and his wife, Penny, contributors Fred and Shirley Pryor, Kansas City Chiefs quarterback Trent Green and his wife, Julie, and several Challenger ballplayers for the ceremonial groundbreaking of the complex that is scheduled to be completed by next summer. The complex, located at the intersection of Interstate 169 and Highway 152 in Kansas City, is the result of a year-long fundraising effort by Royals

Charities, the YMCA of Greater Kansas City and students from William Jewell College's Pryor Leadership Studies

program, to give all children the opportunity to play baseball and other sports.

HALL OF FAME BLOOD DRIVE

Kansas City residents turned out in record number to support the 14th annual Royals Hall of Fame Blood Drive, July 17-21. During the five-day event, 2,459 donors registered at Community Blood Centers in Kansas City, St. Joseph, Jefferson City and Topeka. All registered donors received a pair of tickets to a Royals game, a Royals T-shirt, food and other prizes. Royals 2006 Hall of Fame inductee Mark Gubicza and Sluggerrr visited donors during the drive.

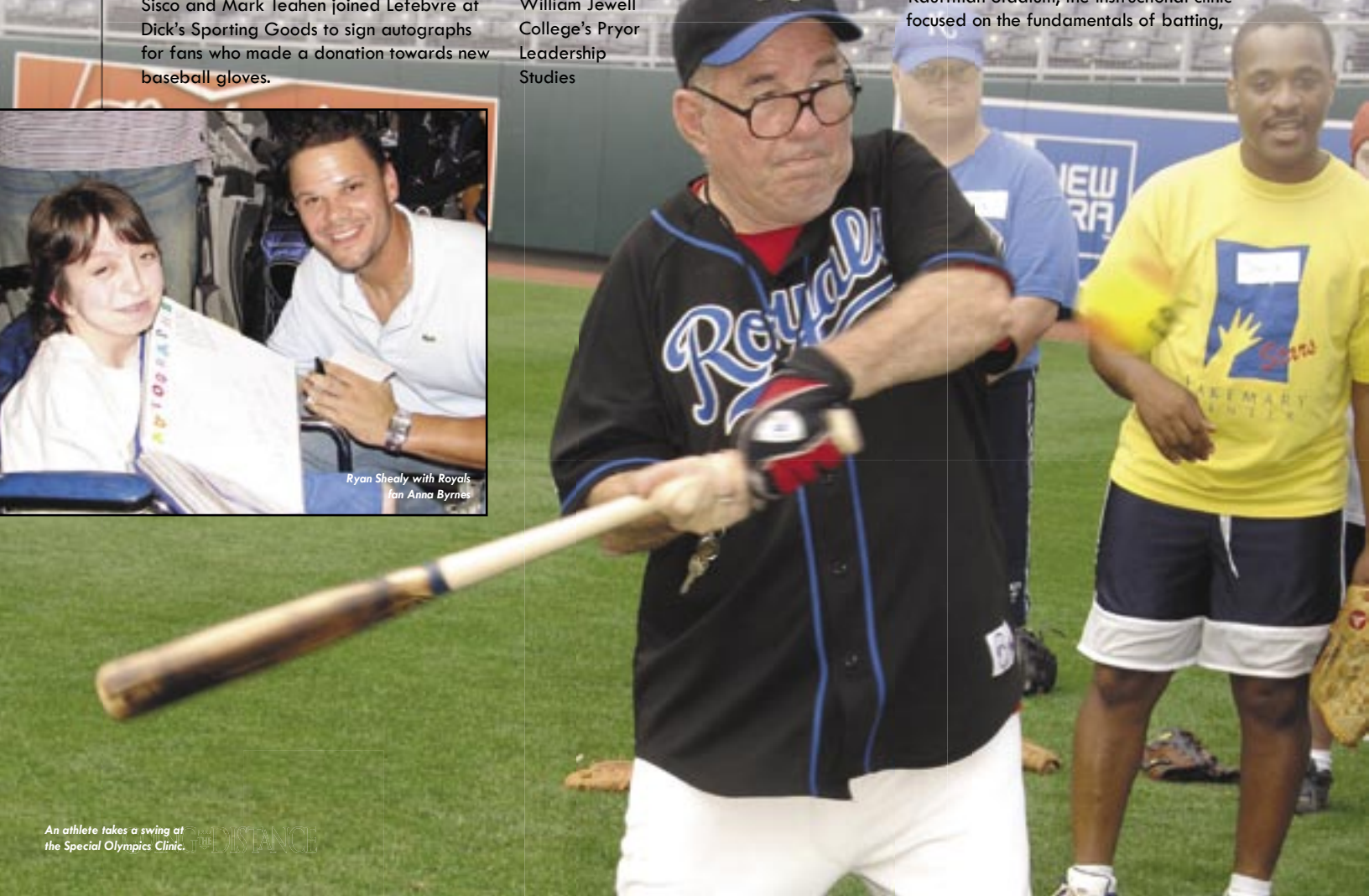
GIVING BACK STAT

2,459

Donors registered to donate blood during the Royals Hall of Fame Blood Drive

SPECIAL OLYMPICS CLINIC

Ballplayers from Special Olympics Kansas City Metro and Special Olympics Kansas learned the ins and outs of baseball on Aug. 8 from some local professionals. Royals players John Buck, Joe Nelson and Todd Wellemeyer joined Royals coach Brian Poldberg as hosts of the clinic. Held at Kauffman Stadium, the instructional clinic focused on the fundamentals of batting,



An athlete takes a swing at the Special Olympics Clinic.

GOING THE DISTANCE

pitching and fielding, and ended with the participating athletes cheering on the Royals in a 6-4 win over the Boston Red Sox.

ROYALS CHARITIES COAT DRIVE

On Sept. 1, fans joined Royals Charities to collect new and used coats to benefit City Union Mission and the Johnson County Christmas Bureau. With the help of the Royals Wives, volunteers and the community, Royals Charities has donated



Volunteers collect winter clothing during the Royals Coat Drive.

more than 500 coats over the past three years for both men and women in sizes ranging from infants to adults.

OUR LADY OF GUADALUPE SCHOOL VISIT

With mascot Sluggerrr in tow, Royals shortstops Angel Berroa and Andres Blanco took some time off from the field on Sept. 20 to visit area students at Our Lady of Guadalupe Elementary School in Kansas City, Mo. Berroa, who is from the Dominican Republic, and Blanco, a Venezuelan native, shared their diverse backgrounds with the students in conjunction with Hispanic

Heritage Month. Following the players' visit to the school, two students were selected to throw out the ceremonial first pitch at Kauffman Stadium on Sept. 24 when the Royals faced the Detroit Tigers.

ROYALS GARAGE SALE

More than \$12,000 was raised at the Royals Garage Sale, an end-of-the-season fundraiser to benefit Royals Charities. Held during the Royals Season Ticket Holder Appreciation Party on Oct. 3, the sale featured many game worn and non-game worn items including jerseys and jackets, as well as autographed and promotional merchandise collected over the years.

BACK TO SCHOOL DRIVE

Royals outfielder Reggie Sanders and his wife, Wyndee, joined Royals Charities for the second annual Back to School Drive to benefit the Fox 4 Love Fund on Aug. 8-9. The

Sanders, who served as co-chairs for this year's event, led the Royals Wives and FOX 4 Love Fund volunteers in collecting school supplies and accepting cash donations prior to the first two games of the Boston Red Sox series. The more than 4,500 collected items were then distributed to disadvantaged children in the Kansas City area.

TEAMING UP WITH THE NEGRO LEAGUE BASEBALL MUSEUM

In a coordinated effort with the Negro Leagues Baseball Museum, several members of the Royals organization,

including General Manager Dayton Moore, acted as guest speakers at a handful of Legends Luncheons throughout the season. Moore, who spoke at the July 8 luncheon, was welcomed by more than 200 people including the late Buck O'Neil. Proceeds from each luncheon went to the Negro Leagues Baseball Museum, which began an aggressive campaign – "Thanks a Million Buck" – this year to raise \$15 million for the John "Buck" O'Neil Education and Research Center. Other Royals participating in the events throughout the season included: Manager Buddy Bell, infielder Doug Mientkiewicz, outfielder Reggie Sanders, Royals Hall of Fame members John Mayberry, Amos Otis, and Willie Wilson, former pitcher Al Fitzmorris and former catcher and manager John Wathan.



LIBERTY CORN MAZE

On Sept. 2, Royals pitchers Mark Redman and John Buck, along with their families and mascot Sluggerrr, got lost in the corn when they visited the nationally recognized Liberty Corn Maze, which featured a Royals-inspired theme. The maze, set near the intersection of Highways 291 and 210, was the state's largest corn maze and featured four exciting mazes with trails measuring more than eight miles long. Joining in on the opening weekend festivities, Redman and Buck greeted maze-goers, signed autographs and then put their own maze-navigating skills to the test!

WORLDS OF FUN

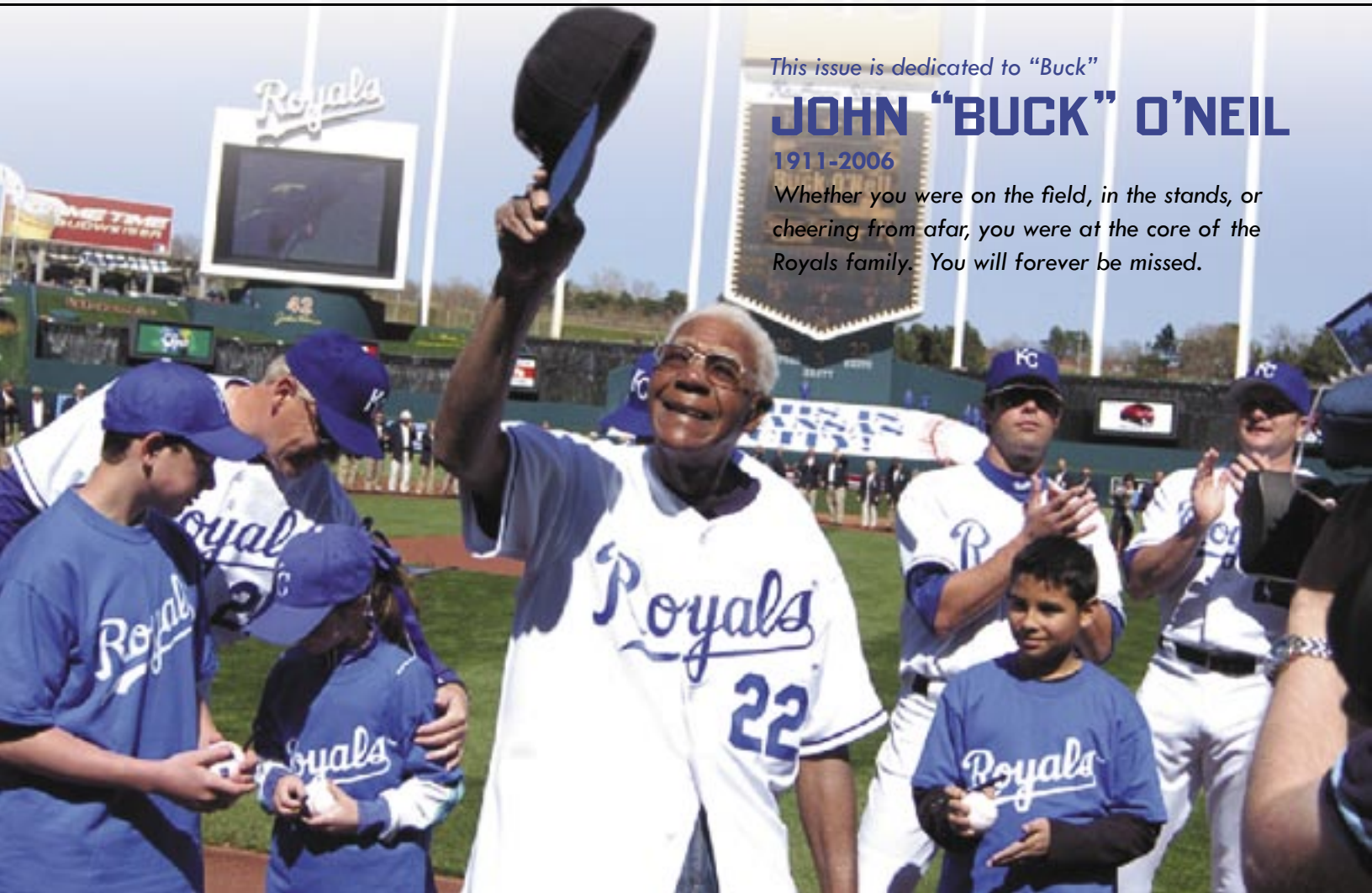
Before heading to the ballpark on July 22, a handful of the Royals lineup first decided to take a wild ride. Royals John Buck, David DeJesus and Mark Teahen joined Sluggerrr and fans from across the region at the Worlds of Fun Royals Baseball Fan Fest. More than 600 people turned out to meet the players, receive autographs and enjoy the blending of two of Kansas City's greatest summertime traditions. After welcoming fans into the park, the players jumped on Worlds of Fun's PATRIOT roller coaster.



Fans look at banners at the 2006 Garage Sale.

GOING THE DISTANCE

Kansas City Royals
1 Royal Way
Kansas City, MO 64129
royals.com



This issue is dedicated to "Buck"

JOHN "BUCK" O'NEIL

1911-2006

Whether you were on the field, in the stands, or cheering from afar, you were at the core of the Royals family. You will forever be missed.