

OFFICIAL COMMUNITY OUTREACH PUBLICATION OF THE KANSAS CITY ROYALS

STEPPING UP TO THE PLATE

ROYALS LEADOFF WITH COMMITMENT TO COMMUNITY

GOING ^{THE} DISTANCE



VOLUME 1 - 2007

{ 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, Billy Truelove and Dennis Chapman
Design: Jeff Abele, Move Creative

It's always an exciting time when a new baseball season starts. We have made a strong push this past off-season to improve our ball club and have made many changes in the front office. As we strive to become a model organization in Major League Baseball, we will not forget our commitment to the community.

That means a commitment from the newest members of our organization and a renewed commitment from long-time Royals associates. General Manager Dayton Moore, alone, made more than three dozen public appearances since last October. We have pumped new life into our Speakers Bureau program and, this past January, churned out a very successful Royals Caravan tour. We hit the road and visited nearly 80 cities around the Midwest this off-season, setting the bar high for our overall involvement throughout the season. We have no intention of slowing down. So, join us at Kauffman Stadium in 2007, and we'll see you out in the community.

True. Blue. Tradition. It's an honest commitment to winning both on and off the field.

Sincerely,

Dan Glass
President, Kansas City Royals

810 ROYALS ROOKIES OF THE WEEK PROGRAM

Every Royals Friday home game throughout the season, Sports Radio 810 WHB and the Program with Soren Petro (11 a.m. to 2 p.m.) and the Kansas City Royals will honor a group to be the 810 Royals Rookies of the Week. Fans are encouraged to nominate groups for the program. The nomination form, which can be found at royals.com, can also be mailed to 810 Royals Rookies of the Week, c/o Kansas City Royals, P.O. Box 419969, Kansas City, MO 64141.

GIVING BACK STAT

2,481

Number of miles traveled by the 2007 Royals Caravan around the Midwest

CLUTCH PARTNER

AT&T delivers top notch support to kids in Kansas City. In its 12th year, the AT&T Perfect Attendance program has awarded dedicated students who have not missed a day of classes with tickets to a Royals game. Perfect Attendees will be honored on July 3 and 4 at Kauffman Stadium. In just the past six years, nearly 28,000 students have been recognized by the Royals for their perfect attendance. Thanks, AT&T, for partnering with the Royals to dial into the needs of our community!



at&t



General Manager Dayton Moore addresses an audience of more than 750 during the Welcome Home Luncheon on April 3.

GIVING MOORE

DAYTON IS LEADING THE ROYALS CHARGE TO GIVE

Sitting on his hands during the off-season doesn't seem to be Dayton Moore's style. Luckily, as the Royals General Manager, Moore has had more than enough opportunities to stay busy, many he has happily generated himself.

In an effort to reach the Kansas City fan base, Moore and his staff listed the Royals Speakers Bureau as a top priority when the season ended this past October. For many in those positions, making the community a top priority and actually reaching out are two very different things. In Moore's case, they aren't. The Royals new general manager has a long list of engagements – nearly 30 – that he headlined around the area this off-season with audiences ranging from nine to 800.

"I feel it's important to get to know our fan base on as personal a level as we possibly can," Moore said. "As long as I'm general manager, we, as an organization, will take this approach of being involved in the community and being out there with our fans."

Along with accepting as many speaking invitations as possible,

Moore even took his efforts as far as jumping on board the 2007 Royals Caravan, spending multiple days riding a bus from town to town and shaking hands with several Royals fans along the way. For him, reaching out to the team's fan base is not something extraordinary, but



Third base coach Brian Poldberg and first baseman Ryan Shealy meet young Royals fans during a Royals Caravan stop in Nebraska.

rather goes hand-in-hand with the commitment he has made to rebuilding a championship franchise for Kansas City.

Moore's approach is being echoed throughout the organization as the Royals combined to participate in more than 100 events in nearly 80 different cities between last October and the start of the 2007 season. The Royals Caravan, which dominates the month of January each year,

featured more than 20 Royals players, coaches, alumni, front office staff and, of course, one furry mascot, who traveled on several tours around the Midwest.

"It's been nothing short of remarkable," said Royals Vice President-Community Affairs and Publicity Toby Cook. "Dayton and his staff are responsible for some exciting news on signing players the past few months. But as much as anything, Dayton wanted to meet our fan base. Fans, Royals associates and players took notice."

Getting fans to take notice is what the Royals are striving for, both on and off the field, this season. As things pick up around Kauffman Stadium and games get underway, Moore and his staff have no intention of letting up

on their commitment to Kansas City. In fact, many of the Royals players will either continue with their previous causes and charities or pick up new ones. In addition, members of the organization will still be available to speak to civic groups in the greater Kansas City area, addressing issues ranging from the 2007 season promotions to a preview of the stadium renovations project to the team's expansive community efforts.

2007 CARAVAN PARTICIPANTS

- Ryan Braun, pitcher
- John Buck, catcher
- Shane Costa, outfielder
- David DeJesus, outfielder
- Joey Gathright, outfielder
- Alex Gordon, Topps and Baseball America Minor League Player of the Year
- Luke Hudson, pitcher
- Ryan Shealy, first baseman
- Mark Teahen, 2006 Royals Player of the Year
- Todd Wellemeyer, pitcher
- Brian Poldberg, Royals coach
- Dennis Leonard, Royals Hall of Fame pitcher
- "Big John" Mayberry, Royals Hall of Fame slugger
- Jeff Montgomery, Royals Hall of Fame pitcher
- Frank White, Royals Hall of Fame second baseman
- Brian McRae, former Royals outfielder
- Dayton Moore, General Manager
- Dean Taylor, Assistant General Manager
- J.J. Picollo, Director of Player Development
- Denny Matthews, Royals Hall of Fame broadcaster
- Ryan Lefebvre, Royals broadcaster
- SLUGGERRR!

A P R I L

2 20TH ANNUAL GREATER KANSAS CITY DAY

On Opening Day, honorary co-chair George Brett teams up with more than 1,600 volunteers to sell a special Royals edition of the *Kansas City Star* throughout the city. Proceeds from the sales help send kids to Rotary Youth Camp and other deserving children's charities.

3 WELCOME HOME LUNCHEON

The entire team returns to Kansas City to join more than 700 fans at the 2007 Welcome Home Luncheon to help launch another season of big league action at Kauffman Stadium. Fans welcome back their favorite players, meet the newest Royals and get the inside scoop on the upcoming season.



Veteran Reggie Sanders introduces the Royals outfielders with some laughs at the 2007 Welcome Home Luncheon.

8-10 MEET THE ROYALS AUTOGRAPH SESSIONS

During the Royals first weekend series of the season, several Royals players meet fans and sign autographs in the lower seating bowl of Kauffman Stadium prior to each game against the Detroit Tigers.

21 COPS ARE TOPPS DAY AT THE BALLPARK

On this day we celebrate another year of the Cops Are Topps Baseball Card program, which has area police officers distributing Topps Royals baseball cards throughout the

Midwest. The cards are given to children the police encounter while patrolling local neighborhoods. For more than 15 years, the Royals have helped to encourage communication between kids and local police officers!

23 ROYALS CHARITIES EQUIPMENT DRIVE

Royals Charities and the Baseball Tomorrow Fund team up to collect new and gently used sporting equipment for area youth teams. Donate an item and help a young athlete!

M A Y

2 FIRST DREAM FACTORY OF SEASON

This year marks the 15th anniversary of the Dream Factory program! Throughout the season, the Royals invite children facing serious challenges to join them in the dugout for batting practice, to meet their favorite players and to enjoy the Royals game that day. The Royals experience appears on the KMBC-TV (Channel 9) 10 p.m. newscast in the "Dream Factory" segment.

6 AUTOGRAPH AFTERNOON

Prior to the game, select Royals players meet fans and sign autographs from 11:45 a.m. to 12:15 p.m. in the lower seating bowl of Kauffman Stadium.

10 SCHOOL DAY AT THE K

Students from all over the area have the opportunity to go to class with the Royals by attending "School Day at The K." The WDAF-TV Fox 4 Weather Team and Sluggerrr lead the students in educational baseball fun!

25 25TH ANNIVERSARY OF THE ROYALS WIVES FOOD DRIVE

The 25th annual "Royals Wives Food Drive" to benefit Harvesters will help fight childhood hunger throughout Kansas City. Fans join the Royals Wives Association to collect non-perishable food items prior to the match up between the Royals and the Seattle Mariners.

J U N E

9 ROYALS AND CHIEFS OPERATION BLESSING: TWO TEAMS, ONE GOAL

The Royals join forces with the Kansas City Chiefs to feed more than 3,000 needy people in Kansas City. Under the motto "Two Teams: One Goal," the clubs unite more than 175 volunteers to distribute Operation Blessing's food and toys to those who need it most.

11 GLOVES FOR KIDS

Gloves for Kids is hosted by Royals broadcaster Ryan Lefebvre's Footprints Foundation at Dick's Sporting Goods in Leawood, Kan. Several Royals players join Lefebvre to sign autographs for fans who donate money for new baseball gloves for underprivileged youth baseball players.

16 PITCH, HIT & RUN

Young baseball players have the opportunity of a lifetime by competing in the sectional finals of Major League Baseball's Pitch, Hit & Run competition at Kauffman Stadium, after earning the opportunity at local competitions.

16 MILITARY APPRECIATION DAY

The Royals honor all branches of the Military prior to the game with military static displays around the outside of "The K" and a special tribute on the field prior to the game.



A member of the local military sings the National Anthem on Military Appreciation Day.

17 FATHER OF THE YEAR

More than 5,000 students submit essays entitled "What My Father Means to Me" through the National Center for Fathering's "Royals Father of the Year" contest. The winning authors and fathers are treated to a game and recognition during a special pre-game ceremony.

17 PROSTATE CANCER FOUNDATION DAY

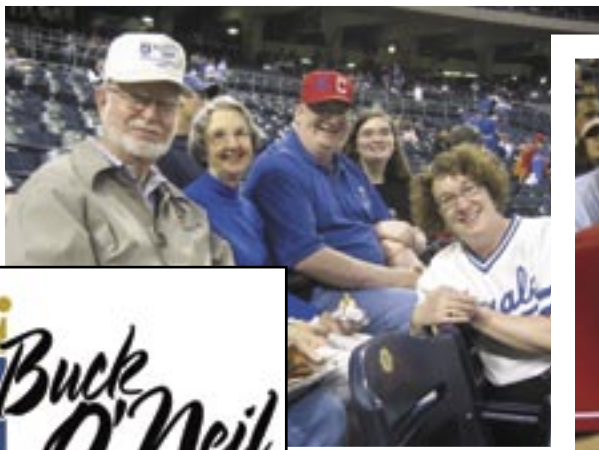
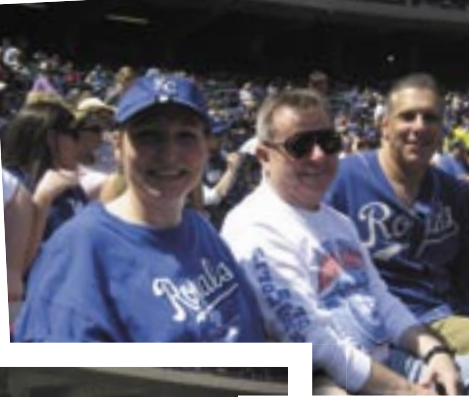
The Royals join Major League Baseball in their effort to fight prostate cancer. Each home run hit will be matched by fans to help the Prostate Cancer Foundation find a cure for this disease.

22-24 JAZZ IN THE WOODS

The Royals participate in Kansas City's annual Jazz In The Woods festival, a three-day long jazz concert that raises money for local charities.

29 ANGEL FLIGHT NIGHT

The Royals salute Angel Flight, a nationwide organization that arranges charitable flights to serve people in need of health care.



LEAVING A LEGACY

ROYALS FANS REMEMBERING BUCK THROUGH THE BUCK O'NEIL LEGACY SEAT

It was more than just a seat behind home plate. It was Buck O'Neil's seat at Kauffman Stadium and for the first Opening Day in a long time, fans did not see Buck's smiling face watching every pitch thrown. However, even though the Kansas City icon is gone, it doesn't mean his memory has to fade.

This season the Royals have created the Buck O'Neil Legacy Seat program, paying tribute to the lasting impact O'Neil, who passed away this past October, had on the game of baseball and the community he called home. For each home game of the 2007 season, the Royals will fill "Buck's seat" behind home plate with a member of the community who, on a large or small scale, embodies an aspect of O'Neil's spirit.

Not being able to take on this task alone, the Royals turned to their fans, asking members of the community to nominate individuals they



Buck O'Neil spent many games at Kauffman Stadium in his seat behind home plate.

feel would best fill "Buck's seat." Since announcing the program in January, the Royals have already collected hundreds of nominations and will continue to collect names throughout the duration of the 2007

season. For interested fans, nomination forms can be completed at royals.com or by writing to Kansas City Royals, attn: Buck O'Neil Legacy Seat, P.O. Box 419969, Kansas City, MO, 64141.

The Royals asked Buck's 89-year-old brother, Warren O'Neil, and his family to be the first honorees of the Buck O'Neil Legacy Seat program on Opening Day.

ROYALS SUPPORT RBI PROGRAM

Before Royals general manager Dayton Moore reported to Spring Training to prepare the Major League club for the 2007 season, he first lent his voice to another Kansas City baseball league.

Once again the Royals join the Boys & Girls Clubs of Greater Kansas City, the Kansas City Department of Parks & Recreation, KPRS HOT 103 JAMZ and the Negro Leagues Baseball Museum as partners in the Reviving Baseball in Inner Cities (RBI) program. Moore, along with Assistant Director of Scouting Steve Williams and broadcaster Ryan Lefebvre, helped kick off the 15th year of RBI baseball in Kansas City by attending the Ninth Annual RBI First Pitch Luncheon in the Stadium Club at Kauffman Stadium on Feb. 8.

For more information or to help support the RBI program, please contact the Boys & Girls Club of Greater Kansas City at (816) 361-3600.

{ GRAND SLAMS }

GOING THE DISTANCE

HARVESTERS' CHECK-OUT HUNGER CAMPAIGN

Several Royals alumni joined forces with Hy-Vee and the Harvesters Community Food Network on Saturday, Nov. 4, to kick off the 15th annual Check-Out Hunger campaign, the largest annual fundraiser for Harvesters, Kansas City's only food bank.

Former Royals catcher and manager John Wathan, Royals Hall of Fame pitcher

Royals General Manager Dayton Moore pitches in for the 2006 Johnson County Christmas Bureau.



Paul Splitterff, former pitchers Al Fitzmorris and Shawn Sedlacek, former outfielder Les Norman and Sluggerrr all teamed up to celebrate the campaign at the Lee's Summit (Mo.) Hy-Vee Store on Ward Road, helping to bag groceries, meet fans, and sign autographs.

CITY UNION MISSION

Royals Charities reached out to area families in need this holiday season by volunteering at the City Union Mission in Kansas City, Mo., on Thursday, Nov. 9. Royals Hall of Fame second baseman Frank White and his wife, Teresa, and infielder Andres Blanco and his wife, Rossie, joined more than 25 Royals associates in serving a

Thanksgiving feast to guests at City Union Mission's two area facilities.

The Whites led a crew that served 100 guests at the Family Center, while the Blancos and their Royals crew served meals to 250 guests at the Men's Center.

JOHNSON COUNTY CHRISTMAS BUREAU

Royals General Manager Dayton Moore, along with his wife, Marianne, joined Royals alumni Jaime Bluma, Al Fitzmorris and Dave Wickersham, Sluggerrr and a handful of Royals associates for the kickoff of the Johnson County Christmas Bureau holiday shop on Friday, Dec. 1. The group of Royals volunteers, which gathered at the Great Mall of the Great Plains in Olathe, Kan., helped distribute winter coats, clothing, food and holiday gifts to more than 600 low-income families and individuals from the Johnson County, Kan., area.

For the past three seasons, Royals Charities has sponsored a Royals Charities Coat Drive, with the Johnson County Christmas Bureau being one of the recipients.

TOPEKA CHRISTMAS WITH A COP

Behind the support of Royals president Dan Glass and his wife, Penny, the Kansas City Royals partnered with the Topeka/Shawnee County Fraternal Order of Police Lodge No. 3 and Wal-Mart to spread some holiday cheer to 75 children from Big Brother/Big Sisters of Topeka on Saturday, Dec. 9.

The event, which celebrated its 14th year in operation, pairs children with law enforcement officials for a morning of shopping and a gift-wrapping party at a Topeka Wal-Mart. For the second straight year, the Glasses, a handful of Royals associates and mascot "Sluggerrr Claus" greeted children and officers during the

morning shopping spree.

Along with cruising the Wal-Mart

aisles, the Royals also financially supported the event, which ended with a visit to the children's floor of Topeka's Stormont Vail Hospital, and provided gift bags full of Royals goodies for the children. The event provided items for more than 150 children.

GIVING BACK STAT

\$532,500

Amount given in Royals Charities grants in 2006

SALVATION ARMY RED KETTLE CAMPAIGN

Decked out in a red apron, Royals broadcaster Ryan Lefebvre spent the morning of Friday, Dec. 15, shaking a bell for the Salvation Army. Outside of George Brett's on the Plaza, Lefebvre helped raise money for the Salvation Army Red Kettle campaign, while Royals legends George Brett and Frank White were inside the restaurant entertaining 610 Sports radio listeners with stories from their playing days and the 1985 World Series. Through on-air and on-site pledges, fans donated thousands to the annual campaign.

SPORTS RADIO 810 WHB "HOOPS FOR THE HOLIDAYS"

Royals mascot "Sluggerrr Claus" owned the basketball court on Tuesday, Dec. 19, at the Sports Radio 810 WHB AM "Hoops for the Holidays" event.

Sluggerrr joined former collegiate and professional athletes and 810 WHB on-air personalities for a charity basketball game that brought in food, toys and awareness for Harvesters – Kansas City's only food bank – and Toys for Tots. Royals broadcaster Ryan Lefebvre and former



Royals broadcasters Nate Bukaty and Ryan Lefebvre, former Royals third baseman Joe Randa and Sluggerrr laced up their basketball shoes for the Sports Radio 810 WHB AM "Hoops for the Holidays" event.

Royal Joe Randa also suited up for the event, which preceded a UMKC-South Dakota State game at Municipal Auditorium in Kansas City, Mo.

Along with participating in the game, the Royals also accepted 810 WHB's Corporate Challenge, donating \$1,000 and 1,000 Royals ticket vouchers for the radio's holiday campaign.

SOUTHERN CHRISTIAN LEADERSHIP CONFERENCE

In celebration of Black History Month in February, the Royals partnered with the Southern Christian Leadership Conference (SCLC) to honor the newest members of the Black Achievers Society of Greater Kansas City. Those honored were recognized as African American leaders in business and industry who serve as outstanding role models for future generations. Honorees were honored during the SCLC Dr. Martin Luther King, Jr. Celebration and also throughout the month of February on royals.com.

YMCA BASEBALL CLINIC

Royals 2006 Player of the Year Mark Teahen honored his commitment to the YMCA Challenger Division of Little League Baseball by helping out as an instructor at the YMCA Baseball Clinic, Jan. 13-14. As the Royals' official spokesperson for the YMCA Challenger program, Teahen joined several former Major League Baseball players and scouts, along with the William Jewell College baseball team, for the two-day clinic, which was held at the William Jewell College Mabee Center in Liberty, Mo.



Catcher John Buck meets with some members of his "unofficial" fan club at the 2007 Forecast Luncheon.

15TH ANNUAL BASEBALL FORECAST LUNCHEON

As part of the Kansas City area caravan tour, the Royals served as the guests of honor at the Greater Kansas City Sports Commission's 15th Annual Baseball Forecast Luncheon on Friday, Jan. 19, at the Downtown Marriott Hotel in Kansas City, Mo.

With new General Manager Dayton Moore headlining, the event drew in more than 600 area fans, making it the largest Baseball Forecast Luncheon since George Brett was inducted into the National Baseball Hall of Fame in 1999. Royals owner David Glass, President Dan Glass, catcher John Buck and pitcher Luke Hudson joined Moore for an afternoon of questions and answers about the upcoming season.

ROYALTY FIELDS GRANTS

The Royals Charities Royalty Fields program announced the recipients of its first grant cycle with a Sluggerrr school assembly and check presentation in Lathrop, Mo., on Tuesday, Jan. 23.

Recognizing one of the three grant recipients, Royals Charities co-founder Penny Glass, the wife of Royals President Dan Glass, awarded Lathrop Parks and Recreation with the \$5,000 Royalty Fields grant during the assembly. The Dover Community Center in Dover, Kan., and the Pomona Recreation Commission in Pomona, Kan., were named the other two award recipients.

Royalty Fields is a matching grant program that strives to help improve baseball and softball facilities throughout the Midwest.

The Royalty Fields program is an ongoing Royals Charities effort. The next application deadline is Aug. 1, 2007. Qualifying organizations must complete an application – found at royals.com – and submit the required forms to the Royals for grant approval.

VA HOSPITAL VISIT

Hall of Famer George Brett led a pack of Royals alumni and Sluggerrr through the halls of the Kansas City (Mo.) VA Medical Center on Wednesday, Feb. 14. The group took part in the hospital's annual Valentine's Day National Salute to Hospitalized Veterans. Each year during the month of February, the Department of Veterans Affairs takes time to pay tribute to the hospitalized veterans. The Royals, who have participated in the tribute for years, passed out "Valentine red" Kansas City Monarchs hats, baseballs and autographs cards. Brett and former Royals John Mayberry, Brian McRae and Jaime Bluma also delivered story after story from their playing days.



Royalty Fields check presentation and Sluggerrr assembly in Lathrop, Mo.

ON DECK

JULY & AUGUST

- July 2 RBI Day at "The K"
- July 3-4 AT&T Perfect Attendance Days
- July 23-27 Royals Blood Drive Week
- July 28 Royals Baseball Fan Fest at Worlds of Fun
- July 29 Annual Ban Johnson All-Star Game
- Aug. 8 Back to School Drive
- Aug. 12 Salute to the Armed Forces



DAILY UPDATES

Check out the redesigned Community pages at royals.com. Here you can find the most up-to-date information on upcoming community events, interesting news stories, past event photos and more. Visit royals.com to see the latest news.

Also, want to get an insiders view of the Royals directly from the front office? Read the "Around the Horn" blog at royals.com.

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Multimedia News Roster Kauffman Stadium Fantasy Mobile Shop Tickets Auction

OUR COMMUNITY

COMMUNITY CALENDAR
 Going the Distance All Year Long

2007 Community Calendar
 View the Royals Community Calendar for the 2007 season.

Friday, May 4 - Sprint Meet & Greet
 Royals catcher John Buck and outfielder David DeJesus will meet with fans and sign autographs at the new Sprint store at Oak Park Mall in Overland Park on Friday, May 4 from 11 a.m. to 5 p.m.

Sunday, May 6 - Autograph Afternoon
 Prior to the game, select Royals players meet fans and sign autographs from 11:30 a.m. to 1:30 p.m. in the lower seating bowl at Kauffman Stadium.

Thursday, May 10 - School Day at The K
 Students from all over the area will have the opportunity to go to school with the Royals by attending "School Day at The K." The WGN-TV Fox 4 Weather Team and Sluggerrr! will lead the students in educational baseball fun! [More](#)

Friday, May 11 - School Day at The K
 Students from all over the area will have the opportunity to go to school with the Royals by attending "School Day at The K." The WGN-TV Fox 4 Weather Team and Sluggerrr! will lead the students in educational baseball fun! [More](#)

Baseball Equipment Drive
 Royals Charities volunteers and the Royals Wives collected new and used baseball and softball equipment for Delta Lamb Youth Services, a local program that reaches more than 1,000 area youth from low-income Kansas City families. [More](#)

"School Day at The K" set for ninth year
 The Royals join Mike Thompson, chief meteorologist, and the entire FOX 4 weather team for "School Day at the K" on May 10, inviting more than 13,000 students to spend a day at Kauffman Stadium. [More](#)

Buck O'Neil LEGACY SEAT
 To honor Buck O'Neil and his contribution to Kansas City, the Royals have created the contest that will fill "Buck's seat" for every 2007 home game with a member of the community who embodies an aspect of O'Neil's spirit. [More](#)