

LIMITED EDITION



2009 ALL-STAR GAME®

GOING BEYOND™

People



ALL-STAR
AMONG US



Office of the Commissioner
MAJOR LEAGUE BASEBALL



Dear Fans:

For more than a century, Major League Baseball has been an integral part of society. America has embraced baseball as its national pastime throughout the game's unparalleled history. As a social institution with important responsibilities, Major League Baseball realizes that this mantle affords us special opportunities. Amid these challenging times, we are honored to transform the sports world's greatest event of the summer, the All-Star Game, into a forum that will generate awareness and heighten the social consciousness of the importance of giving back to the community.

In that spirit, Major League Baseball has partnered with PEOPLE Magazine to create "All-Stars Among Us," a national platform that has identified 30 outstanding individuals who have dedicated themselves to community service. Tonight, we are proud to recognize these 30 everyday All-Stars whose extraordinary work is making a difference in their communities. The "All-Stars Among Us" inspire us to enrich the lives of others and make a personal commitment to the communities in which we live.

Tonight's "All-Stars Among Us" celebration marks the culmination of a series of All-Star Week events that are a part of baseball's broader "Going Beyond" initiative. "Going Beyond" integrates devotion to community service and social responsibility with all that Major League Baseball stands for as an organization.

Major League Baseball, its 30 Clubs and its players have long been committed to giving back. We hope that you will join our team.

Sincerely,

A handwritten signature in black ink that reads "Bud Selig".

Allan H. (Bud) Selig
Commissioner of Baseball



THE WHITE HOUSE
WASHINGTON

Dear Baseball Fans:

Welcome to the Midsummer Classic. For families across this country, midsummer means hot dogs at the ballpark, warm nights under the lights, and looking ahead to the second half of the season – hoping the bats stay hot and the bullpen stays strong enough for your team to make a playoff run.

This summer, however, I am calling on all Americans to do a little more, because we stand at a unique moment in the history of our Nation. The challenges we face are unprecedented in their size and scope, and we cannot rely on quick fixes or easy answers to put us on the road to prosperity. In this new century, we need to build a new foundation for growth in America.

But we cannot do this in Washington alone. Economic recovery is as much about what you are doing in your communities as what we are doing in Washington – and it is going to take all of us, working together. That is why I have launched a summer service initiative called United We Serve.

This summer, I am calling on all of you to make volunteerism and community service part of your daily life and the life of this Nation. We officially kicked off United We Serve on June 22, with members of my Administration fanning out across America to participate in service events. This initiative will run through the National Day of Service and Remembrance on September 11. During this time, I am asking all Americans to focus on four key areas of service where they can really impact their communities: energy and the environment; health care; education; and community renewal. I hope that you will make the work you start this summer a part of your daily life long after the summer ends.

I encourage you to visit www.serve.gov to find projects near you and to share information about projects you are working on. If you are involved in a service project in your community, if you have an idea for a project, or if you are looking for a service opportunity in your neighborhood, go to www.serve.gov. The website has everything you need to get started.

Michelle and I hope you enjoy tonight's game – and tomorrow, we hope you will identify a need in your community, roll up your sleeves, and work to fix it. America's new foundation will be built one community at a time – and it begins with you.

Sincerely,

President Barack Obama

People

Dear PEOPLE readers and baseball fans,

At PEOPLE magazine, we love celebrities, but as you probably know, that's not all we do. For more than 35 years, PEOPLE has also inspired our 43 million readers with the stories of everyday "Heroes" whose acts of courage, commitment, strength and compassion are changing the lives of others. The "All-Stars Among Us" campaign extends the PEOPLE "Heroes Among Us" franchise and recognizes 30 extraordinary people who represent the very best in their local communities. The 30 "All-Stars" — voted on by nearly three quarters of a million people — include inspirational stories of the selfless work of individuals who dedicate their time and energy to helping others and improving the lives of those around them.

Right here today — in this stadium — we honor 30 citizens who remind us how one person can affect people everywhere. These are the "All-Stars Among Us." They are teachers, mothers, doctors, children and ordinary folks who strive to make a difference in the world around them.

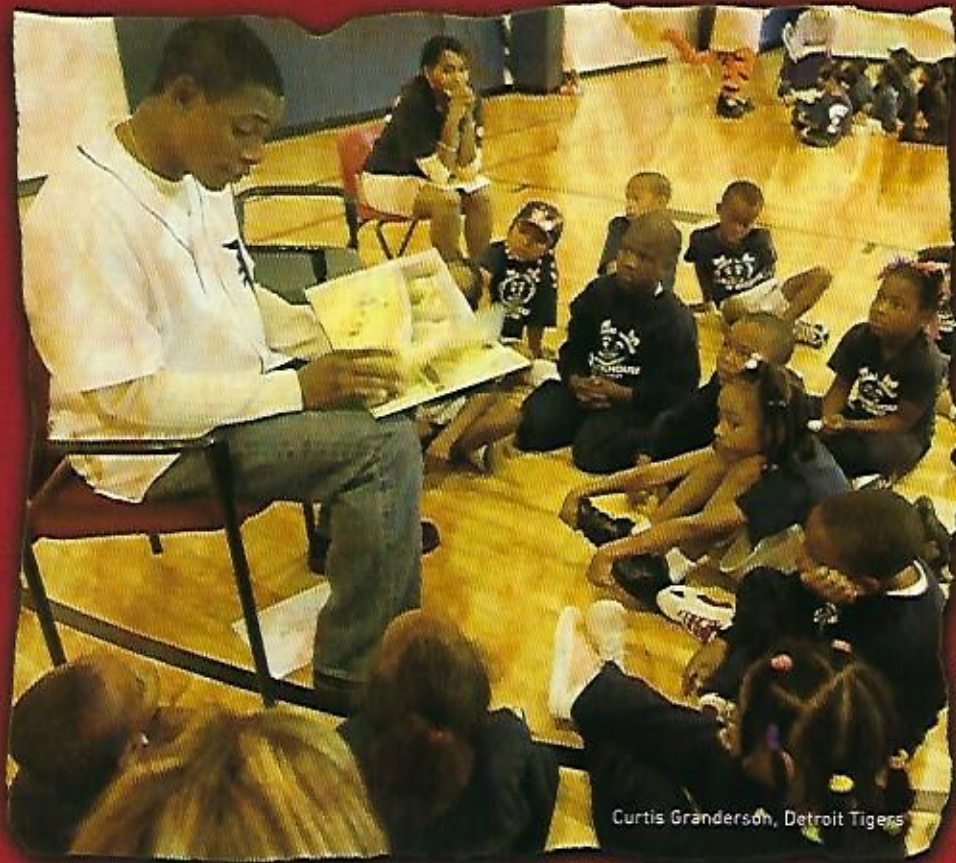
What do they all have in common? They are "All-Stars." Real ones. Every bit as compelling and awe-inspiring as the athletes here in uniform. And like these baseball players, they step up and shine in their communities. It's just that most of the time, nobody hears what they do. And that's where we come in. We are delighted to partner with MLB to shine a spotlight on the amazing work of these "All-Stars Among Us" and to salute these individuals in front of a nationwide audience.

PEOPLE honors them and countless others throughout the year, and we applaud their stories tonight.

Sincerely,



Larry Hackett
Managing Editor, PEOPLE



Curtis Granderson, Detroit Tigers

Photo courtesy of the Detroit Free Press

JOIN OUR TEAM

There are those who look upon public service
and social responsibility as duties.
I see it as an opportunity and a privilege.

— COMMISSIONER ALLAN H. (BUD) SELIG

Major League Baseball is proud to answer the call and urges all our fans
to go beyond and volunteer. Please visit www.MLBGOBEYOND.com to learn
more and see how you can get involved with one of our many charities.

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GOING BEYOND

Major League Baseball is and always has been about more than the game played on the field. The impact of the game goes beyond batting averages and winning percentages and into the communities in which we live and play. The commitment that MLB and its 30 clubs show to community service spans generations.

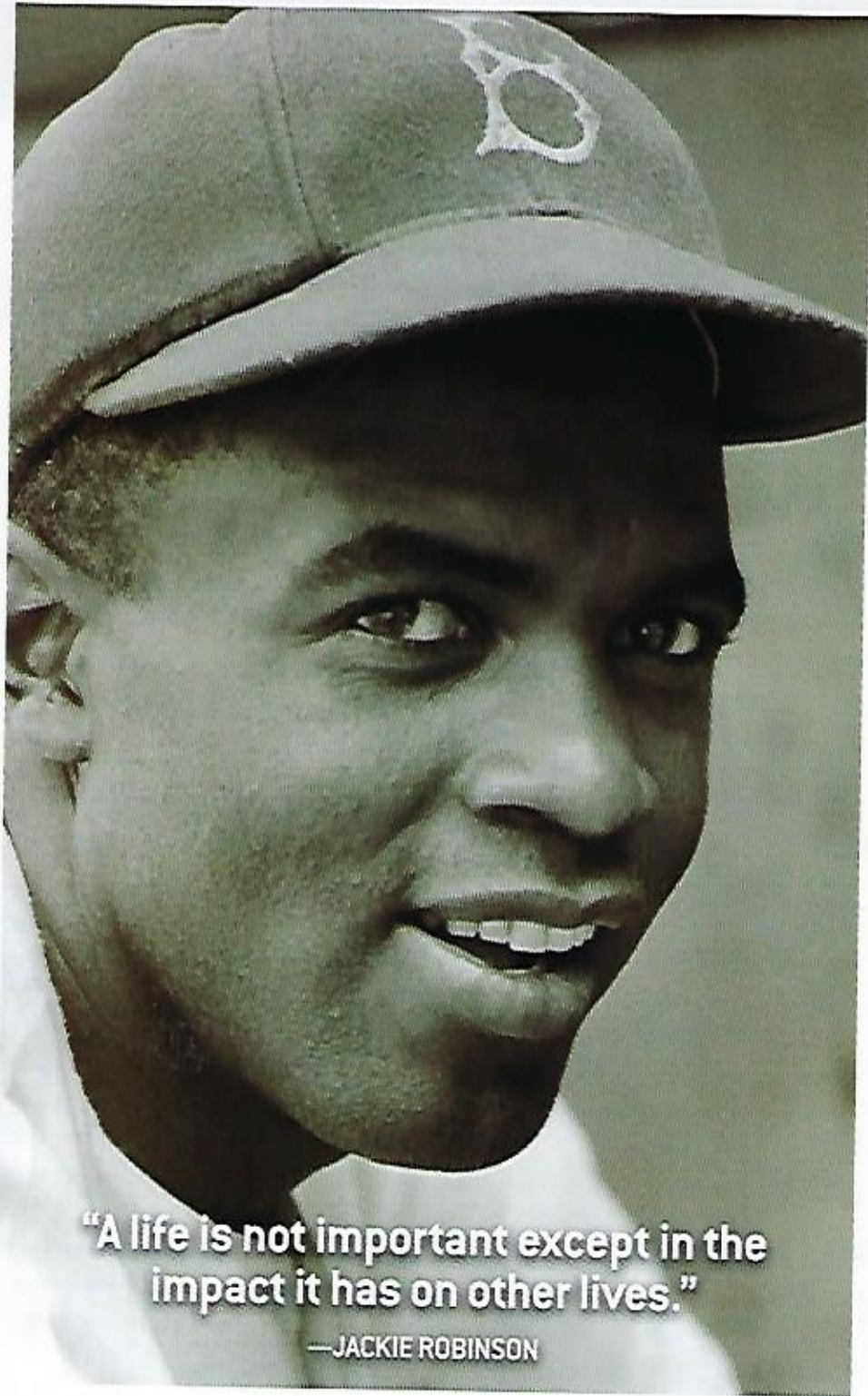
Plenty of people show similar commitment, a point that will be driven home during tonight's "All-Stars Among Us" celebration. The ceremony will feature 30 extraordinary people — one representing each club — who were voted "All-Stars Among Us" by fans around the country for devoting their time and energy to address the needs in their communities.

The campaign began in April, when MLB announced that it was dedicating the 2009 All-Star Game to raising funds and awareness for charitable initiatives and celebrating the importance of community service. Fans logged on to www.PeopleAllStars.com to nominate themselves as well as other community All-Stars. Three finalists per club were announced in June, with the online voting determining each club's representative at tonight's ceremony.

"The 80th All-Star Game will be a truly memorable one as we honor exceptional people who have made an extraordinary impact in their communities while at the same time raising money and awareness for important charitable and civic causes," said Major League Baseball President and Chief Operating Officer Bob DuPuy. "With the creation of new initiatives and the expansion of charitable offerings at existing events, this year represents the most extensive array of Major League Baseball community service initiatives in All-Star history."

Over the past week, Major League Baseball and its partners have been working to leave a lasting legacy on the city of St. Louis, promote environmentally sound thinking and offer financial support to causes dear to many Americans. The work is part of Major League Baseball's "Going Beyond" initiative, a call to action to all Americans encouraging community service and social responsibility.

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**"A life is not important except in the
impact it has on other lives."**

—JACKIE ROBINSON



GOING BEYOND

MLB and its corporate partners have been putting in the extra effort throughout the week, supporting the thousands of local volunteers from around St. Louis who have been helping out at all of the events. "The importance of charitable initiatives and community service is more significant than ever," said Major League Baseball Executive Vice President, Business Tim Brosnan. "Major League Baseball recognizes the role it can play by using the premier sporting event of the Summer, the All-Star Game, to go beyond the playing field to make an impact on the lives of our fans."

Here is a look at some of the events that took place during the past week:

Jr. RBI Classic

Major League Baseball and KPMG, the presenting sponsor of RBI, hosted the inaugural Jr. RBI Classic. The non-competitive 32-game tournament featured 11- and 12-year-old players from each of the 16 Jr. RBI pilot cities. Teams also participated in and attended various MLB All-Star Week events.



PRESENTED BY



All-Star Charity Concert

On Saturday night, Missouri-native Sheryl Crow, a cancer survivor and nine-time Grammy Award winner, thrilled fans at the 2009 MLB All-Star Charity Concert Presented by Pepsi under the iconic Gateway Arch. The free concert featured a \$1 million donation by Major League Baseball to the Stand Up To Cancer campaign.

The historic concert included MLB All-Star Green Teams circulating throughout the crowd, encouraging fans to pitch in and do their part for recycling. The Green Teams are a part of MLB's partnership with the Natural Resources Defense Council, which helps ensure that the 2009 All-Star Week is Major League Baseball's most environmentally proactive event to date.



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FREE CONCERT

RENEFITTING
STAND UP TO CANCER
STANDUPTOCANCER.ORG

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Charity 5K & Fun Run

On Sunday, thousands of fans turned out for the inaugural MLB All-Star Charity 5k & Fun Run Presented by Sports Authority and Nike, a family-friendly road race benefiting MLB's three leading partners in the fight against cancer: Prostate Cancer Foundation, Susan G. Komen for the Cure, and Stand Up To Cancer. The race commenced at Busch Stadium and finished at America's Center. More than 300 volunteers dedicated their time to the MLB initiative designed to promote healthy living and an active lifestyle.



Breaking Barriers: In Sports, In Life

The Grand Prize Winner of the 2009 Breaking Barriers Essay Contest is 9-year-old Natalie Meiselwitz from Cleveland, Wis. Her essay detailed her sudden discovery of a heart defect, how she underwent open-heart surgery in December, and how she found courage and strength in her family. Natalie and her family will be guests of MLB at tonight's All-Star Game.



Boys & Girls Clubs of America

Major League Baseball and the Cardinals hope to leave visible memories in St. Louis. Two projects of note are the refurbishment of the Herbert Hoover Boys & Girls Club and renovating the baseball field at the 12th & Park Roller and Recreation Facility. Along with Magical Builders, a non-profit organization dedicated to advancing the well-being of children and their communities, 100 volunteers worked to ensure the All-Star Game's physical legacy.



BOYS & GIRLS CLUBS
OF AMERICA

OFFICIAL CHARITY OF MLB

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Frank Kolarek

HOMETOWN: Baltimore, MD

Frank started "League of Dreams" for children with mental and physical challenges. His foundation enables kids to play baseball and softball in a safe and loving environment, and gives them an opportunity to feel like Big Leaguers.



Rob Dixon

HOMETOWN: Brockton, MA

Rob works to transform at-risk youth into serious students. He founded the non-profit organization "Project RISE" to give these children the skills and motivation to succeed. Amazingly, 96 percent of participants graduate from high school and 170 students have attended college.



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Joe Schmitz

HOMETOWN: Morris, IL

Joe Schmitz transforms his passion for baseball into generosity. He is the founder of "Operation St. Nick," an organization that has donated over \$1 million to more than 3,700 families in need in Morris, Ill. Joe raises funds in a variety of creative ways, including fundraising bus trips to Chicago White Sox games.



Dr. Michael Konstan

HOMETOWN: Bratenahl, OH

Dr. Konstan has focused his life's work on cystic fibrosis and those with the disease. Due in part to his research and leadership, the life expectancy of CF patients has nearly doubled. His care and compassion have brought comfort and hope to his patients and their families.



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Kathleen Brooks

HOMETOWN: Sterling Heights, MI

Kathleen Brooks has worked tirelessly to recruit bone marrow donors for the "Be The Match Registry." As the coordinator for the Southeast Michigan District of the United States Postal Service, Kate has secured more than 1,000 potential donors under the USPS Delivering the Gift of Life Campaign.



John Lair

HOMETOWN: Pittsburg, KS

In 2001, John started a Special Olympics team for people with Developmental Disabilities. Today, it has grown to be one of the best in Kansas. John volunteers over 600 hours of his time a year to Special Olympics and has coached three World Champion Special Olympians.



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Christine Shively

HOMETOWN: Newport Beach, CA

Since 2007, Christine Shively has brightened the lives of more than 18,500 people suffering from the ravages of cancer. Through her organization, "Knots-of-Love," she knits and crochets caps for patients who have lost their hair during treatment and sends them to 140 cancer centers around the U.S., Canada and Mexico. The caps provide warmth and TLC in each patient's time of need.



Marylou Krest

HOMETOWN: Lima, NY

Marylou and her husband have spent years collecting school supplies, used baseball equipment and uniforms and donating them to the children of the Dominican Republic. They currently have a \$100,000 school building project underway, and are looking for another project in the Caribbean.

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Christina and Michael Pesci

HOMETOWN: Parsippany, NJ

Siblings Christina and Michael share more than a family: They're both committed activists.

Christina is president of "Bridging the Generation Gap," an outreach club encouraging friendship between young people and seniors. Michael founded the non-profit "Perfect Pitch," which has raised \$175,000 for mentally and physically challenged children and young adults.



Duane Silverstein

HOMETOWN: Albany, CA

Duane Silverstein has come up with a creative way of doing environmental work. His organization, "Seacology," has built 85 schools and established over 35 scholarship programs benefiting indigenous peoples all over the world. In exchange, they have preserved more than 2 million acres of threatened forests and coral reefs.

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Leo McCarthy

HOMETOWN: Butte, MT

Leo McCarthy's activism stems from a tragic incident. In 2007, his teenage daughter Mariah was struck and killed by an underage drunk driver as she walked home. Leo started "Mariah's Challenge" to keep teens from drinking — and to promote responsible behavior by adults.



Tommy Timberlake

HOMETOWN: Tampa, FL

Tommy, 18, makes it possible for disabled people to experience the joy of sailing in a safe and supportive environment. A qualified instructor, Tommy has spent hundreds of hours teaching sailing to individuals with physical and mental challenges, including paraplegia, autism and Down syndrome. He takes sailors ages 16–70 to local regattas.



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Ben Sater

HOMETOWN: Plano, TX

Ben was a visionary by the age of 10. He applied that vision to create "KidSwing," a benefit golf tournament for children. Now in its seventh year, it has helped raise more than \$280,000 for the Texas Scottish Rite Hospital for Children, where Ben was once a patient.



Melanie Burton

HOMETOWN: Belleville, Ontario

Since the age of 5, Melanie has helped send thousands of Christmas shoeboxes to war-torn countries. Now she runs "Reading Rocks," a program that encourages children with reading difficulties to love reading and improve their literacy. Melanie does most of her own fundraising, and has helped children read thousands of books.



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Bruce Petillo

HOMETOWN: Gilbert, AZ

At age 4, Bruce Petillo's son was diagnosed with epilepsy. Understanding the financial challenges of caring for a seriously ill child, Bruce started the "Fans Across America Charitable Foundation" to help other families in a time of need. The foundation helps offset everyday living expenses so parents can focus on their child's health.



Ryan Housley

HOMETOWN: Tyrone, GA

Inspired by conversations with his younger brother Evan, deployed in Iraq, Ryan Housley started "HeroBox" to support soldiers in combat. The non-profit organization supplies care packages specially customized to a soldier's specific needs. Demand grew quickly, and Ryan now works full-time to fulfill requests so that every soldier feels appreciated.





Erin Leyden

HOMETOWN: Chicago, IL

Erin started the "Epilepsy Outreach Foundation" to help families who have children suffering from epilepsy. She offers support by listening to their struggles and calming their fears. Erin's foundation educates the public about epilepsy and seizure first aid, while working to eliminate the stigma and dispel myths surrounding the disease.



Sherri Friedman

HOMETOWN: Cincinnati, OH

Sherri understands the magic that comes from exposing kids to live sports and cultural events. She founded and runs "Most Valuable Kids of Greater Cincinnati," an organization that distributes unused tickets to underserved children. Sherri has helped more than 22,000 kids experience these events, including providing more than 4,800 tickets to Cincinnati Reds games.

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Gary Lynn

HOMETOWN: Houston, TX

Gary has cerebral palsy and is wheelchair bound. Refusing to be defined by his disability, today he is a straight-A student at Spring High School in Houston. In addition, he started the "Gary J. Lynn Foundation," which has raised and donated more than \$12,000 for cerebral palsy research to combat the disease.



Barbara Palilis

HOMETOWN: Los Angeles, CA

Being a teen is hard enough, but teens with special needs struggle more than most. Luckily, Barbara Palilis founded "Circle of Friends," a social language skills program for teens and young adults with challenges. Each teen partners with an able-bodied peer so everyone can learn life skills of understanding and acceptance.





Loyal Mehnert

HOMETOWN: Milwaukee, WI

Loyal Mehnert takes an adventurous approach to fundraising. His "Everyday Journeyman Project" began with January's 4,200-mile Plymouth-Dakar charity rally. It continues with a 2,175-mile solo hike from Georgia to Maine on the Appalachian Trail. All money raised will be donated to assist Habitat for Humanity's Hurricane Katrina rebuilding efforts.



Tara Suri

HOMETOWN: Scarsdale, NY

Visiting India with her family when she was 13, Tara was shocked to see so much inequality and poverty on the streets. When she got home, she started an organization, "Turn Your World Around," to help young people like the ones she saw attend school and get an education, offering them hope for a better life. She has impacted thousands globally and is dedicated to forging a movement of youth creating change.



Brad Hennefer

HOMETOWN: Cherry Hill, NJ

Brad Hennefer is the only person with Down syndrome in his high school Hall of Fame. He started the "Golf For Life Foundation" to introduce Down syndrome individuals to the game of golf. Started locally, Brad's foundation has grown into an outstanding national program.



Matt Kuntz

HOMETOWN: Helena, MT

Matt Kuntz's stepbrother Chris committed suicide in 2007 after returning from Iraq with undiagnosed Post-Traumatic Stress Disorder. Matt made it his life's mission to ensure that all National Guard troops in his home state of Montana receive adequate PTSD screening. He continues to campaign for PTSD awareness and screening for all veterans.



Julieann Najar

HOMETOWN: St. Louis, MO

Julieann started sending packages to troops in 1968 during the Vietnam War. In that same spirit, she started "A Soldier's Wish List" in 2004. It conducts fundraisers and collects donations to finance care packages for soldiers overseas. Julieann's organization also coordinates an "adoption" program, matching soldiers with volunteers who send them packages.



Richard Nares

HOMETOWN: San Diego, CA

Richard Nares started the "Emilio Nares Foundation" after his young son died of cancer. Its "Ride with Emilio" program transports sick children, whose families lack access to transportation, to their weekly cancer treatments and medical appointments. For families coping with a child's illness it's a vitally important service.

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Kendra Robins

HOMETOWN: San Francisco, CA

Kendra is the founder of "Project Night Night," which helps homeless children "one sweet dream at a time." It donates tote bags filled with childhood essentials: a security blanket, a book and a stuffed animal. The Night Night packages comfort young children in homeless shelters and promote their emotional and cognitive well-being.



Dr. John Glaspy

HOMETOWN: Northridge, CA

A strong voice for patients, Oncologist and UCLA Professor of Medicine Dr. John Glaspy has devoted his life and career to the battle against cancer. Dr. Glaspy speaks out to dispel the isolation that affects cancer patients and their families. His work inspired "Stand Up to Cancer," a program started by the Entertainment Industry Foundation that awards grants to researchers who could change the face of cancer treatment.



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America's new foundation will be built one community at a time, and
it starts with you.

United We Serve

This summer, the President is calling on all Americans to participate in our nation's recovery and renewal by serving in our communities.



President Obama helps plant trees at the Kenilworth Aquatic Gardens in Washington D.C., April 21, 2009, after he signed the Edward M. Kennedy Serve America Act. (Official White House Photo by Pete Souza)

There are many ways to get involved. Find volunteer opportunities at

SERVE.GOV



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