

SUMMER 2014

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Quarterly Insight into the Progress and Philanthropy of The Kraft Group

PARTNERS IN PATRIOTISM



READY TO SERVE

Meet the 2014 Partners in Patriotism Fund's Local Members

After receiving overwhelming interest from the community, the Partners in Patriotism Fund's Board of Directors has selected its 13 Local Members to serve on the 2014 Partners in Patriotism Fund's Grants Committee.

As Local Members, Foxborough residents Livia Binks, David Brown, Margaret Chaisson, Arthur Jewett, Charles Liftman, James McGowan, Chris Mitchell, Thomas Murphy, Mark Powers, Carolyn Rehill, Mike Stewart, Jenna Strickland and Cindy Venuto will vet donation requests and allocate funds to Foxborough-based causes and philanthropic initiatives throughout the current fiscal year.

We look forward to working with the Grants Committee over the coming year as we aim to support the town's many great causes.

The Kraft family established the Partners in Patriotism Fund in 2014 to assist with Foxborough-based philanthropic efforts through an annual commitment of \$100,000.

The quality of applicants was outstanding and we sincerely thank everyone who expressed a willingness to serve on the fund's Grants Committee. We will be accepting applications for four three-year terms next spring and encourage those interested in serving to apply in 2015.

For a donation application or more information on the Partners in Patriotism Fund, please visit www.GilletteStadium.com/Partners-in-Patriotism.

SUMMER SENSATION

Summer events at Gillette Stadium expected to net Foxborough nearly \$1 million in revenue

Summertime and the business is booming.

Gillette Stadium is regularly one of the world's busiest venues with the largest concert tours, marquee international soccer matches and other exciting events stopping in Foxborough each summer.

Billboard magazine ranked Gillette Stadium among the top 10 venues in the world over the last decade. In 2012, the stadium ranked 15th in Pollstar's Top 100 worldwide ticket sales for outdoor stadium and festival sites.

So what does all this mean for Foxborough?

A whole lot of revenue.

To date, we have been fortunate to host country music legend George Strait with special guests Tim McGraw and Faith Hill, an international soccer friendly between Mexico and Portugal, New England's first ever Monster Jam truck show and JAY Z and Beyonce's record-setting ON THE RUN Tour.

We are proud to report these events have earned Foxborough nearly \$500,000 in revenue and we still have more great events scheduled in August! One Direction will be in town for three nights (Aug. 7-9) and Luke Bryan will take the stage on Aug. 10 with guests Dierks Bentley, Lee Brice and Cole Swindell.

While we know these events can be a burden on the community and its infrastructure, we be-

lieve our plan to address traffic along Route 1 (more on page 5) and the revenue generated from these events will help compensate for the inconvenience. By summer's end, we anticipate the town's revenue from these eight events to reach nearly \$1 million (**Note:** This does not include revenue from Revolution matches, Patriots games and UMass football games).



Families enjoyed New England's first ever Monster Jam event at Gillette Stadium on June 21.

As we begin the third quarter, we get back to football with the Patriots returning to the field for training camp, beginning on July 24. There is a lot about this team to be excited about and we can't wait to kick off the 2014 season.

The community is invited to watch the team practice inside Gillette Stadium on Friday, Aug. 1. Earlier that day Ty Law will be inducted into the Patriots Hall of Fame (details on both events can be found on page 6).

We will welcome UMass football back for a third season at Gillette Stadium as they kick off the 2014 campaign against Boston College on Aug. 30.

At Patriot Place, we welcomed nearly 7,000 runners to the fifth annual Harvard Pilgrim Finish at the 50, celebrated the opening of CVS/pharmacy and the five-year anniversary of the Brigham and Women's/Mass General Health Care Center.

We thank you all for your continued support and look forward to a great third quarter!

PARTNERS IN PATRIOTISM

PATRIOT PLACE NEWS



Partners and BWH leadership with Foxborough officials and Jonathan Kraft, president of The Kraft Group, celebrate five years of service at the Brigham and Women's/Mass General Health Care Center at Patriot Place.

Health Care Center Celebrates 5 Years at Patriot Place

When The Kraft Group announced plans for Patriot Place, worldclass health care was a cornerstone of that vision as the company wanted to create much more than a traditional retail development.

That vision became a reality when two world-renowned medical institutions collaborated with Patriot Place to deliver the highest quality in internal medicine and specialist and orthopedic services in a world class facility - the Brigham and Women's/Mass General Health Care Center.

U.S. News & World Report consistently ranks these two medical institutions among the Top 10 hospitals in the country, making Boston the only city in America with two Top 10 facilities and Foxborough the only site where you can find both in one location.

On Monday, June 30, nearly 150 people gathered at the health care center at Patriot Place to celebrate its fifth anniversary of service and impact to the greater Foxborough area.

The center has grown rapidly over the past five years in response to the community's needs. In addition to primary care, it is home to an urgent care center and day surgery unit, as well as more than 30 medical surgical specialties.

During the celebration, BWH President Betsy Nabel, MD, Partners President and CEO Gary Gottlieb, MD, The Kraft Group President Jonathan Kraft and Cindy Peterson, executive director of BW/MG Health Care Center each praised the center for bringing quality health care closer to the community.

"We owe a great debt to those BWH and MGH providers who supported the vision for establishing this center back in February 2009," said Peterson. "We are proud to provide a wide range of world-class care and services right here in
2 the community."


BY THE NUMBERS

A look at what could be purchased in Foxborough with revenue generated from Gillette Stadium's 2014 summer events. **NOTE:** Summer revenue does not include revenue from Revolution matches, Patriots games and UMass football games:

15 
Town could hire
15 school teachers
with an average
salary of \$65,000.



13 Town could purchase
13 new school buses.

 **1 YEAR**
Town could fund the
DPW's operating budget
for one fiscal year,
according to the 2013
Annual Town Report



2 Town could purchase
2 new fire engines
(similar to Engine 21)

ENTERTAINMENT SPOTLIGHT

Muse Paintbar Coming Soon to Patriot Place

Looking for a different night out? Try Muse Paintbar, expected to open at 217 Patriot Place (across from Splitsville Luxury Lanes) in September.

Muse is perfect for a girls' night out, birthday party, first date, or 41st date.

"We are incredibly excited about Muse Paintbar joining Patriot Place as it will give our guests another unique experience when they visit and add to our diverse offerings in arts and entertainment," said Patriot Place General Manager Brian Earley.



Here's how it works:

First, scroll through the calendar at www.musepaintbar.com and find a painting you like on a night that you like. Then call your friends and reserve your spots online or by phone at 888-607-6873.

Next, it's time to paint! You bring your paint face and Muse handles the rest. The paint bar provides you with the paint, a 16x20 canvas, and an apron. Muse also offers a great selection of food, wine and beer.

Finally, create your masterpiece! Muse's trained artists will guide you, brushstroke by brushstroke, from blank canvas to masterpiece. No art experience needed!

LETTERS & ASK PARTNERS IN PATRIOTISM

What's On Your Mind? Let Us Know!

Share your letters, questions and feedback with Partners in Patriotism and have your submissions published and questions answered in an upcoming issue of the newsletter as we provide a new forum for open dialogue between residents and the Kraft organization.

Email your questions or letters to FoxboroResidents@GilletteStadium.com or mail them to Gillette Stadium, One Patriot Place, Foxborough, MA 02035, Attention: Jeremie Smith. Please include your name.

PARTNERS IN PATRIOTISM

2014 NEW ENGLAND PATRIOTS IN-STADIUM PRACTICE

A NIGHT OF FREE FOOTBALL

Foxborough residents are invited to watch the New England Patriots practice inside Gillette Stadium on Friday, Aug. 1, at 7 p.m.

Foxborough residents are invited to a free night of football under the lights of Gillette Stadium on Friday, Aug. 1, as the New England Patriots thank the town for their continued support by holding a special in-stadium practice closed to the general public.

Now in its eighth year, the annual event provides the Patriots organization a unique way to show appreciation to its community and loyal fan base.

"We started the tradition as an added amenity to thank our season ticket members for their dedication to the team and, as we do as often as we can, we included Foxborough residents to thank them for their support as well," said Dan Murphy, Gillette Stadium's vice president of external affairs.

Further enhancing the fan experience, the event includes detailed explanations of drills over the PA system, giving observers an understanding of why the players practice certain things and how it translates into an actual game.

"For residents who already like to attend training camp practices, this is a great opportunity to learn more about what they are watching," Murphy said.

The free event, which begins at 7 p.m., requires a complimentary ticket for entry and is exclusively for Patriots' season ticket members and Foxborough residents.

Season ticket members can find their complimentary in-stadium practice ticket in their season ticket booklets while Foxborough residents can now pick up tickets at one of the following locations:

- Public Safety Building
- Senior Center
- Boyden Library

Proof of residency is required to obtain complimentary tickets. Please note tickets **will not** be available at the Gillette Stadium ticket office.

Gates open at 5 p.m. and seating is general admission. Parking is free and stadium concessions will be open during practice.

Prior to the in-stadium practice, fans are invited to attend the 2014 Patriots Hall of Fame induction ceremony for former cornerback and three-time Super Bowl Champion Ty Law on the NRG Plaza outside The Hall at Patriot Place presented by Raytheon. The induction ceremony, which begins at 4:30 p.m., is free and open to the public.



Foxborough residents can pick up their complimentary tickets for this year's in-stadium practice at the Public Safety Building, the Senior Center or the Boyden Library.



Patriots season ticket members and Foxborough residents can watch the Patriots practice inside Gillette Stadium on Friday, Aug. 1.



FACES OF FOXBOROUGH KEVIN ANDERSON



Foxborough resident Kevin Anderson is in his ninth season in the New England Patriots football operations department and his fourth as the director of player development.

"I enjoy my job tremendously because like all members of our football support staff, I have an opportunity to positively impact our team," Anderson said.

Anderson's main focus with the organization is to assist athletes with their transition into the NFL and provide support both during and following their careers. The core areas of his program are financial education, life skills, family assistance and continuing education.

"My role is unique in that my influence on the athlete generally comes off the field as I aid our players in their personal growth," Anderson said.

Anderson's other duties include coordinating several logistical aspects of mini-camp, training camp and team travel.

Anderson moved to Foxborough in 2006 after growing up in the Midwest and said he enjoys the town's sense of community.

"Foxborough has great families and tremendous community spirit," said Anderson. "It is a special place to live and home of one of the greatest sports franchises in the world."



Kevin Anderson (left) with former Patriots' and current Cincinnati Bengals' offensive lineman Will Svitek at the 2014 NFL Rookie Symposium in Aurora, Ohio.

PARTNERS IN PATRIOTISM

2014 NEW ENGLAND FITNESS CHALLENGE

FITNESS FUELING THEIR FUTURE

Gillette Stadium and Metro SWAT Officers Association team up to host fitness challenge on Sept. 27-28 to benefit local nonprofits

Building on the success of last year's 26-hour workout marathon, which raised more than \$135,000 for survivors of the Boston Marathon bombings, Gillette Stadium and the Metropolitan SWAT Officers Association (MSOA) are teaming up again to host an overnight fitness and endurance challenge with a focus on raising funds for local nonprofits.

"This year, we decided to organize a fitness challenge that would be open to the public with the proceeds being donated to worthy causes throughout New England," said Chris Baker of the Franklin Police Department. "The generosity of the Kraft family really makes this event happen. For them to do this really speaks to everything they do within the community."

The 2014 New England Fitness Challenge will be held in and around Gillette Stadium beginning at 10 p.m. on Saturday, Sept. 27, and ending at 10 a.m. on Sunday, Sept. 28.

Each team, consisting of 10-15 members, is required to raise a minimum of \$5,000 to participate in the fitness challenge. Monies raised by participants will benefit four local nonprofits, the Special Olympics, Jack Williams' Wednesday's Child, the New England Patriots Charitable Foun-

dation and the Boston Firefighters' Fund in honor of fallen heroes Ed Walsh and Michael Kennedy.

The event will consist of 12 obstacle challenges during the 12-hour event. The 12-station obstacles have been created by Metro SWAT officers and will include stadium stair runs, a Tresca Brothers cement truck pull, a Manic Training log carry, a stretch(er) run up the stadium ramps and more.

"Basically we turn the stadium into a giant amusement park with 12 endurance and fitness events in 12 hours," said Baker.

Foxborough resident and COO of TeamOps, Mark Briggs, who helped organize last year's 26-hour workout marathon and is working closely with MSOA to plan this year's challenge, said the best part of the event is the team component.

"It's a team challenge," said Briggs. "You look at the other fitness challenges that are out there and while teams may register together, it's always about the individual finish. In this challenge, you aren't finishing without a team."

Prizes will be awarded to the overall top performing team in the competition as well as team prizes for the fastest times at each of the 12 obstacle stations.



Metro SWAT staff visited Gillette Stadium in June to test a variety of obstacles for September's New England Fitness Challenge, including pulling a SWAT bearcat (above) and participating in a stretcher carry ramp relay (below).

There will also be a grand prize awarded to the top fund-raising team.

The team that raises the most money (with a minimum of \$5,000 per team participant) will travel with the New England Patriots on the team charter when they shuttle off to Buffalo to play the Bills on Oct. 12. The package will include roundtrip airfare, overnight accommodations at the team hotel and tickets to the game.

The overall top performing team of the timed New England Fitness Challenge obstacles will be awarded a VIP experience at the Patriots regular



season finale vs. the Buffalo Bills on Dec. 28. The game experience will include parking passes, pre-game field passes and tickets to the game.

Other prizes will be awarded to the top performing team at each of the

12 course stations.

Immediately following the New England Fitness Challenge, participants and their families will be invited to attend a post-event celebration at CBS Scene Restaurant and Bar at Patriot Place.

Team registration is now open and all fitness levels are encouraged to participate. For more information about this year's challenge or to register, visit www.nefc2014.com.

PARTNERS IN PATRIOTISM

GILLETTE STADIUM EMPLOYEE PARKING PLAN

Proposed Plan Aims to Improve Rte. 1 Traffic

It's no secret that navigating Route 1 traffic, especially at the end of major stadium events, can be a slow and arduous task.

As a result, The Kraft Group recently took a significant step in its ongoing effort to improve the Route 1 traffic flow when the company presented plans to the planning board on July 10 to build a private road off Pierce Street (Route 140) to Patriot Place, connecting two private parking lots for nearly 1,200 stadium event employees.

"We are actively seeking ways to improve event day traffic flow along the Route 1 corridor," said Dan Krantz, Kraft Group vice president of construction and development. "The intent of this project is to remove nearly 1,200 employees from the Route 1 traffic mix."

Krantz said while this project is not the end all, be all to solve



Rendering of the proposed employee parking and private access road.

the Route 1 traffic issue, it is part of an iterative process to improve traffic and better the guest experience.

"We hope that by taking several steps to improve traffic, our patrons will notice the efforts and notice the traffic congestion is lessened over the next one to three years," Krantz said.

The plan calls for one 550-ve-

hicle parking lot to be built at 119 Washington St. on the west side of Route 1 and a 630-vehicle parking lot be built toward the back of the former Motorcycles of Manchester site. Both lots would be used by stadium employees only.

The private, gated road would be paved and run roughly a half-mile from Pierce Street (Route 140) to the back of Bass Pro Shops, where an existing path

continues to the stadium. Employees would take a shuttle bus from the parking lots to the Dana-Farber Field House to go to work during stadium events. There will be no tailgating permitted in these proposed lots.

"The idea is to get these employees out of the mix from Bass Pro Shops to our P1 entrance along Route 1," Krantz said. "That's where all the congestion occurs. Since these employees are not general patrons, we can better control where they park, how they will depart and where they will depart from. That's part of our traffic management plan that we will be presenting to the planning board."

This effort is not about generating more parking spaces as the stadium currently does not fill its parking lots to capacity. This plan is about improving traffic flow on Route 1.

Important Information for August Concerts at Gillette Stadium

Gillette Stadium officials would like to remind Foxborough residents of the upcoming One Direction and Luke Bryan concerts scheduled for the beginning of August.

Due to event traffic overlapping with evening commute traffic on Thursday, Aug. 7, and Friday, Aug. 8, Gillette Stadium is asking residents to be aware of heavy traffic on Route 1 between 95 and 495 early evening on Thursday and Friday for One Direction's "Where We Are Tour."

Additionally, residents are asked to be aware of stadium event traffic on Route 1 between 95 and 495 for One Direction's third show on Saturday, Aug. 9, and Luke Bryan's "That's My Kind of Night Tour" on Sunday, Aug. 10. The three One Direction shows begin at 7 p.m. and Sunday's Luke Bryan show begins at 6 p.m.



Young Road Family Wins Finish at the 50's Community Cheer Contest

Foxborough's Ruth Jackson (pictured above with her son, Michael), of 4 Young Rd., won the Harvard Pilgrim Finish at the 50's inaugural "Show Us Your Patriotism" community cheer contest. The Jacksons won a grill from Bass Pro Shops (valued at \$200) and a \$100 gift card to Trader Joe's for their outstanding cheering during the 10K road race and Fourth of July decorations.

UPCOMING EVENTS AT *Gillette* STADIUM™

JULY 1	ON THE RUN TOUR: JAY Z AND BEYONCÉ Date: Tuesday, July 1, 8 p.m. Details: JAY Z and Beyoncé bring their "ON THE RUN TOUR" to Gillette Stadium. 	AUG. 10	LUKE BRYAN "THAT'S MY KIND OF NIGHT TOUR" Date: Sunday, Aug. 10, 6 p.m. Details: Luke Bryan brings his "That's My Kind of Night Tour" to Gillette Stadium with special guests Dierks Bentley, Lee Brice and Cole Swindell. 
JULY 3	HARVARD PILGRIM FINISH AT THE 50 Date: Thursday, July 3 Details: Community celebration to feature fireworks, free family activities, live music and road races. More information can be found online at www.FinishAtThe50.com . 	AUG. 15	PRESEASON: EAGLES VS. PATRIOTS Date: Friday, Aug. 15, 7:30 p.m. Details: Patriots take on the Philadelphia Eagles in a preseason game at Gillette Stadium. 
JULY 12	SHAUN T LIVE WORKOUT Date: Saturday, July 12, 1:30 p.m. Details: Shaun T, the creator of the best-selling fitness program, INSANITY, will make a special appearance at Gillette Stadium when he leads a live workout on the field before the Revolution host the Chicago Fire. 	AUG. 16	PORTLAND TIMBERS VS. REVOLUTION Date: Saturday, Aug. 16, 7:30 p.m. Details: MLS regular season match 
JULY 24	2014 PATRIOTS TRAINING CAMP Date: Friday, July 24, 9:15 a.m. Details: New England Patriots open 2014 training camp on the practice fields behind Gillette Stadium. Visit Patriots.com for practice schedule. 	AUG. 22	PRESEASON: PANTHERS VS. PATRIOTS Date: Friday, Aug. 22, 7:30 p.m. Details: Patriots take on the Carolina Panthers in a preseason game at Gillette Stadium. 
JULY 26	COLUMBUS CREW VS. REVOLUTION Date: Saturday, July 26, 7:30 p.m. Details: MLS regular season match 	AUG. 23	CHIVAS USA VS. REVOLUTION Date: Saturday, Aug. 23, 7:30 p.m. Details: MLS regular season match 
JULY 30	COLORADO RAPIDS VS. REVOLUTION Date: Wednesday, July 30, 7:30 p.m. Details: MLS regular season match 	AUG. 30	BOSTON COLLEGE VS. UMASS Date: Saturday, Aug. 30, 3 p.m. Details: UMass football takes on Boston College at Gillette Stadium. 
AUG. 1	TY LAW HALL OF FAME INDUCTION CEREMONY Date: Friday, Aug. 1, 4:30 p.m. Details: Ty Law's induction ceremony into the Patriots Hall of Fame will be held on the NRG Plaza outside The Hall at Patriot Place presented by Raytheon. The ceremony is free and open to the public. 	SEPT. 3	SPORTING KC VS. REVOLUTION Date: Wednesday, Sept. 3, 7:30 p.m. Details: MLS regular season match 
AUG. 1	PATRIOTS IN-STADIUM PRACTICE Date: Friday, Aug. 1, 7 p.m. Details: Following Ty Law's Hall of Fame induction ceremony, Patriots season ticket members and Foxborough residents can watch the team practice from inside Gillette Stadium. 	SEPT. 6	COLORADO VS. UMASS Date: Saturday, Sept. 6, 3 p.m. Details: UMass football takes on Colorado at Gillette Stadium. 
AUG. 2	ROC RACE Date: Saturday, Aug. 2, TBD Details: ROC Race is the original game show-inspired obstacle run featuring 12 larger than life obstacles. For more information, visit www.rocrace.com/boston 	SEPT. 7	CHICAGO FIRE VS. REVOLUTION Date: Sunday, Sept. 7, 7:30 p.m. Details: MLS regular season match 
AUG. 7-9	ONE DIRECTION: WHERE WE ARE TOUR Date: Thursday, Aug. 7, 7 p.m.; Friday, Aug. 8, 7 p.m.; Saturday, Aug. 9, 7 p.m. Details: Global superstars One Direction bring their "WHERE WE ARE TOUR 2014" to Gillette Stadium for three nights. 	SEPT. 13	MONTREAL IMPACT VS. REVOLUTION Date: Saturday, Sept. 7, 7:30 p.m. Details: MLS regular season match 
		SEPT. 21	REGULAR SEASON: RAIDERS VS. PATRIOTS Date: Sunday, Sept. 21, 1 p.m. Details: The New England Patriots host the Oakland Raiders in Week 3 of the 2014 NFL regular season. Sunday's game will be the Patriots' 2014 home opener at Gillette Stadium. 
		SEPT. 27	2014 NEW ENGLAND FITNESS CHALLENGE Date: Sept. 27, 2014, 10 p.m. Details: The 12-hour challenge will vary from endurance style, sprint, and team oriented events. All fitness levels welcome. Start training today! For more information, visit www.nefc2014.com . 

UPCOMING EVENTS AT *Patriot* PLACE

**JULY
2**

BOUNCE HOUSES AT PATRIOT PLACE

Date: Wednesday, July 2 and Fridays (July 11 through Aug. 29), 11 a.m. to 2 p.m.
Details: Bounce around all afternoon in one of Patriot Place's bounce houses located outside of Red Robin.



**JULY
8**

OUTDOOR ZUMBA AT PATRIOT PLACE

Date: Every other Tuesday (Now through Aug. 19), 6 p.m.

Details: Take part in a high energy free Zumba class held every other Tuesday at 6 p.m. (weather permitting). Located on the NRG Plaza outside of The Hall at Patriot Place presented by Raytheon.



**JULY
9**

PATRIOT PLACE SUMMER FLICKS OUTDOOR MOVIE SERIES

Date: Wednesdays (Now through Aug. 27) and Friday, Sept. 5, 6 p.m.

Details: Patriot Place's Summer Flicks Outdoor Movie Series is the perfect family outing. Located on the NRG Plaza outside The Hall at Patriot Place presented by Raytheon, families can enjoy lawn games and a live DJ leading up to the featured film, which begins at sunset. Please bring your own blankets and chairs to the free event. Schedule can be viewed at www.patriot-place.com/summerflicks2014.



**JULY
10**

MASS CRUISERS AUTO SHOW

Date: Every other Thursday (now through Oct. 2) 4 to 8:30 p.m.

Details: Located right outside of Bass Pro Shops and Patriot Place, the 2014 Mass Cruisers Auto Show offers exciting cruise nights every other Thursday now through Oct. 2. The free event features classic, custom, antique, muscle cars and hot rods. For more information, including scheduling changes, visit www.patriot-place.com/masscruisers



**SEPT
17**

BRIGHAM AND WOMEN'S/MASS GENERAL HEALTH CARE CENTER BLOOD DRIVE

Date: Wednesday, Sept. 17, 9 a.m. to 3 p.m.

Details: Brigham and Women's / Mass General Health Care Center at Patriot Place will be holding a blood drive on Sept. 17. To schedule your donation, please call (508) 718-4311 or email fxbinfo@partner.com.



JULY 2014			ON THE RUN 1	2	3	4	5
	6	7	ZUMBA	9	10	11	12
	13	14	15	16	17	18	19
	20	21	ZUMBA	23	24	25	26
	27	28	29	30	31		

SEPTEMBER 2014		1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30				

AUGUST 2014					1	2
	3	4	5	6	7	8
	9	10	11	12	13	14
	15	16	17	18	19	20
	21	22	23	24	25	26

OCTOBER 2014				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	

PARTNERS IN PATRIOTISM

PLAY 60 AND PLAY 60+ INTERGENERATIONAL SCHOOL VISIT

'A Great Day for Foxborough'

Robert Kraft and the New England Patriots Charitable Foundation surprise Igo Elementary School with \$60K grant for playground; FHS Choir with donation for new audio equipment

The NFL's first PLAY 60 and PLAY 60+ intergenerational event was full of surprises for dozens of Foxborough senior citizens and elementary school students as New England Patriots Chairman and CEO Robert Kraft and the New England Patriots Charitable Foundation spent time giving back to their hometown community at Igo Elementary School on Wednesday, May 28.

Patriots players Rob Gronkowski, Julian Edelman, Danny Amendola, Shane Vereen, Michael Hoomanawanui, Joe Velazquez, Duron Harmon and Ryan Allen joined Kraft and Patriots and Pro Football Hall of Famer Andre Tippett for the unique event inside the school's gymnasium highlighted by two surprise gifts to Foxborough Public Schools during a school-wide assembly to promote the importance of staying active.

Kraft surprised the school with a \$60,000 grant for a PLAY 60 playground - doubling the amount the school was expecting.



The gift brought the assembly to their feet with wild applause and left some Foxborough officials in attendance speechless.

"There isn't a lot that surprises me, but this surprised me," said Foxborough Town Manager Bill Keegan. "It was really overwhelming and just a great day for our schools and our community."

Igo Elementary School Principal Michael Stanton admitted he was "blown away" by Kraft's announcement.

"The school has been talking for almost nine years about building this playground," Stanton said. "To be surprised with the \$60,000 grant is incredible."

The kindness and generosity of

Mr. Kraft, the Kraft family and the New England Patriots Charitable Foundation is tremendous. We had expectations about today and Mr. Kraft blew them all away."

Foxborough Superintendent of Schools Debra Spinelli said she was so overwhelmed with emotion that she almost fell off her chair.

"Tears came to my eyes when Mr. Kraft announced he was doubling the grant because I was so happy," Spinelli said. "We were so excited with the prospect of \$30,000 to help out with the playground build because that's a lot of money to a school system. I am so happy for the Igo School because the parents have worked so hard on their own to raise money for this project. To have a community partner like the Kraft organization and Mr. Kraft step

forward to invest in our future and our community is really wonderful."

The second gift came from Kraft shortly after the Foxborough High School Choir performed the popular song "I'm Yours" by Jason Mraz.

"I couldn't sleep the night before so I was looking at tweets and one of the members of the Foxborough High School Choir said, 'If we brown-nose up to Mr. Kraft maybe we can get some of the good audio equipment we want.' This choir was so good that we are going to get them that

audio equipment."

The tweet came from FHS student Ben Howell the day before the assembly. Howell took to Twitter shortly after Kraft's spontaneous donation to share the good news.

"Thank you to Robert Kraft for acknowledging my tweet! So awesome," Howell tweeted.

Spinelli called Kraft's second surprise "icing on the cake" for the town's students.

"It was a great morning for the Foxborough schools," said Spinelli. "This is just another example of how Mr. Kraft and the Kraft organization come to the table for the benefit of families in the community."

PARTNERS IN PATRIOTISM

IN THE COMMUNITY



Clean Up Foxboro Day

On Saturday, May 17, a group of Gillette Stadium and Patriot Place employees rolled up their sleeves and joined more than 300 volunteers for the second annual Clean Up Foxborough Day.



The group collected and hauled trash from the Foxboro Skatepark, Igo Elementary School and Foxborough High School grounds, the Booth Fields, and other areas along South Street.

Following the four-hour clean up, representatives from the Kraft organization announced that Foxborough High School student Jon Loewen (pictured above) was the winner of the Clean Up Day raffle. Jon won two tickets to a 2014 New England Patriots game, VIP parking, two pre-game passes inside the Dana-Farber Field House and two pre-game sideline passes to watch the Patriots warm up before the game. Congratulations to Jon and a big thank you to event organizers A.J. Dooley, Dooley Disposals and Jack Authalet for hosting a great day!



Top left: Patriots defensive tackles Sealver Siliga (96) and Chris Jones (94) hand out stickers and bracelets on South Street near the Common. Top right: Patriots Junior Cheerleaders ride in the PLAY 60 bus. Left: Foxborough senior citizens with Jones and Siliga in front of the PLAY 60 bus outside the senior center.

Founders Day Parade



New England Patriots defensive tackle Chris Jones hands out stickers and bracelets along the Founders Day parade route with Patriots Junior Cheerleaders and Foxborough senior citizens.

On Saturday, June 7, the New England Patriots celebrated Foxborough's sports and athletics by participating in the Founders Day parade. Patriots players Chris Jones and Sealver Siliga marched along the parade route with Patriots Junior Cheerleaders, Patriots staff and senior citizens who participated in the May 28 PLAY 60 and PLAY 60+ event at Igo Elementary School. Others rode in the Patriots' PLAY 60 bus while the group on the ground handed out Patriots bracelets, necklaces and stickers to the crowd.

Foxborough Seniors Celebrate Completion of Aging Mastery Program at Patriot Place

Celebrating the completion of the Aging Mastery program, 35 Foxborough senior citizens visited Patriot Place for a scavenger hunt and shopping followed by a luncheon at CBS Scene on Thursday, July 10.

The group formed several teams and set off to find the answers to

15 questions about Patriot Place. Groups received bonus points for taking a photo in front of Gillette Stadium.

During the luncheon, seniors received raffle tickets for a chance to win an Alex & Ani bangle and gift cards to Patriot Place and CBS Scene.

Each senior also received a gift bag from Patriot Place containing a Finish at the 50 t-shirt and medal, admission to The Hall at Patriot Place and 5W/its, Patriot Place sunglasses and a Bass Pro Shops hat.

Aging Mastery is a 16-week program designed to encourage older adults to improve their health.



Foxborough seniors celebrate the completion of the 16-week Aging Mastery program with a trip to Patriot Place on Thursday, July 10.

PARTNERS IN PATRIOTISM

FOOTBALL FOR YOU CLINIC

Patriots Alumni Host Football Clinic for Special Needs Children in Foxborough

More than 150 individuals took part in a free Football for YOU clinic inside the Dana-Farber Field House on June 26

Smiles could be seen everywhere inside the Dana-Farber Field House Thursday, June 26, as Pete Brock and other New England Patriots alumni brought their free Football for YOU clinic to Foxborough for more than 150 young athletes.

The program provided individuals with special needs from the Hockomock Area YMCA's Integration Initiative a unique opportunity to participate in seven non-contact

football drills, taught by Patriots alumni, with their typically developing peers.

"It's wonderful to see our friends from the Hockomock Area YMCA participating with their typically developing peers and everyone having so much fun going through the drills," Brock said.



Foxborough's Mike McCarthy runs out of the Patriots' inflatable helmet during the June 26 clinic.

Brock said the clinic aimed to teach participants that through hard work they can achieve and overcome anything.

Mike McCarthy, 27, of Foxborough, participates in the Hockomock Area

YMCA's Integration Initiative and enjoyed learning the drills.

"I love football and the Patriots,"

McCarthy said. "I'm having a blast."

Hockomock Area YMCA President Ed Hurley said Brock's Football for YOU clinic in Foxborough is a perfect example of what the Y's Integration Initiative is all about.

"They are all together and all having a great time," Hurley said of the individuals with special needs and their typically developing peers. "I think this is one of the great things of the relationship with the Patriots organization and the Kraft family. They've always been very welcoming and supportive of our YMCA. Hosting an event like this is very special and it's amazing to see these kids participating today."

SAM BERN'S COMMUNITY FIELD DEDICATION

Honoring Someone Very Special

Every day is a good day to remember Sam Berns, but Thursday, June 12, was all the more special.

Classmates, school and town leaders, family and friends came together at Foxborough High School to honor Berns' legacy by naming the town's first turf field, the Sam Berns Community Field.

"Sam was cherished throughout his life in Foxborough," Foxborough Schools Superintendent Deb Spinelli said. "He is most certainly cherished today and this dedication will ensure he is cherished forever."

A group of Berns' Foxborough High School classmates put forth a proposal of naming the turf field after Sam and presented the proposal to the school committee. The result of the group's hard work was unanimous approval by the school committee and tremendous appreciation felt by Sam's parents, Dr.

Leslie Gordon and Dr. Scott Berns.

10 Speakers at the June 12 ceremony spoke



Sam's mother, Dr. Leslie Gordon (center), and father, Dr. Scott Berns (behind Gordon), Patriots owner Robert Kraft (left) and Sam's classmates celebrate the dedication of the Sam Berns Community Field.

fondly of their time with Sam and the impact he had on the community and beyond.

"No one could meet Sam Berns and not be inspired by him," said Patriots CEO and Chairman Robert Kraft.

"He was very special and I loved him very much. With tonight's field dedication, Sam's name and legacy will remain a fixture in our community. I commend all of you for keeping his memory alive."



Anna Civitarese Wins VIP Experience to Revs Match

Congratulations to Foxborough resident Anna Civitarese (pictured far left above) for winning our Q2 Patriot Place Playbook resident offer!

Civitarese and five friends enjoyed a VIP experience to the July 12 New England Revolution match vs. the Chicago Fire at Gillette Stadium. The group received VIP parking, a pregame field visit and Putnam Club tickets.

"We had a blast being on the field while players warmed up," Civitarese said.

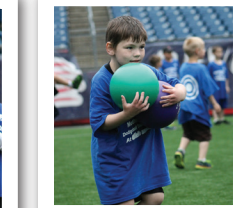
PARTNERS IN PATRIOTISM



Mother & Son Dodgeball

Mothers and sons braved the rain on Friday, May 16, to dodge, dip, dive and duck dodgeballs during Foxboro Recreation's fourth annual Mother & Son Dodgeball Tournament on the Gillette Stadium field. The event was hosted by the Kraft family and brought 450 moms and sons out to compete in a friendly dodgeball tournament. Personalized messages from mothers to their sons were displayed on the video boards throughout the event; adding to the excitement and playful banter of the evening.

"The event was a huge success filled with fun, music and food," said Foxboro Recreation Director Debbie Giardino. "Thank you to Mr. Kraft and the Kraft family for creating these wonderful memories for our boys."



PLAY 60: Unique event encourages senior citizens, students to be active

From **PAGE 8**

The NFL's first PLAY 60 and PLAY 60+ event integrated Foxborough seniors participating in the Council on Aging's "Aging Mastery" program with elementary school students to stress the importance of making healthy choices over a lifetime.

"When you watch the seniors and kids together you can see how the seniors pick up on the energy of the kids and they are just having fun," said Vicki Lowe, executive director of Foxborough's Council On Aging. "It's an amazing day and the seniors are having a great day."

Following the assembly, 35 seniors and 35 Igo students participated in an ultimate gym class exercise program led by the players. The exercises included relay races, light weight



This "thank you" message was displayed on the Igo Elementary School sign following the May 28 PLAY 60 event.

lifting and jump rope.

"This has been a wonderful event," said 87-year-old Foxborough resident Louise Corcoran. "We have been smiling since we got on the bus."

Gronkowski agreed.

"We had a blast," he said. "We couldn't ask for a better morning to wake up to and help these kids. It's great to give back to our hometown community."

PATRIOT PLACE NEWS

CVS/pharmacy Now Open

CVS/pharmacy celebrated the grand opening of its new store adjacent to Patriot Place, located at 72 Washington St., on Sunday, June 29.

Foxborough Town Manager Bill Keegan cut the ribbon and Patriot Place General Manager Brian Earley and New England Patriots special teams captain Matthew Slater presented CVS officials with a customized Patriots jersey to commemorate the official opening of the store.



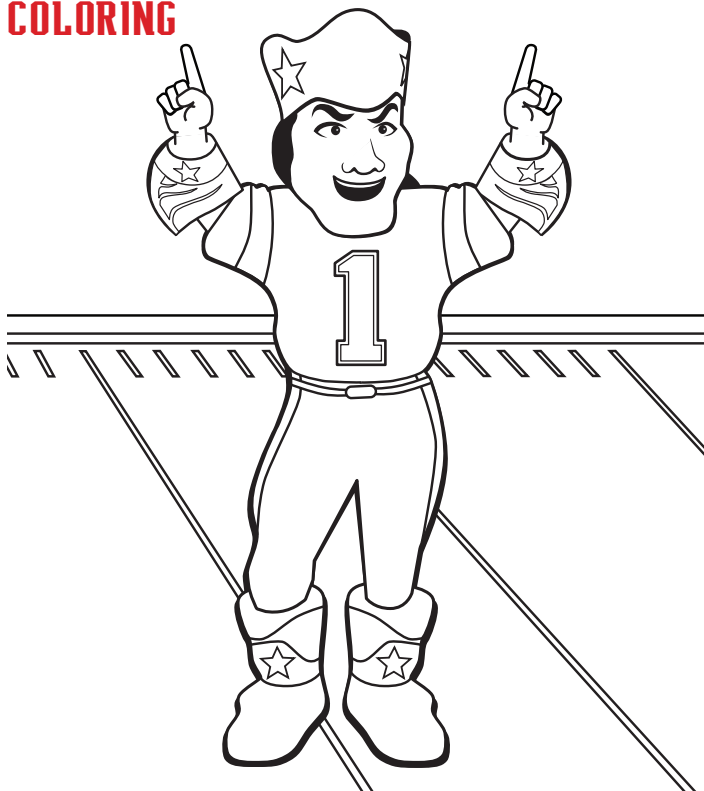
Patriot Place General Manager Brian Earley, Patriots special teams captain Matthew Slater and Town Manager Bill Keegan (center) present CVS officials with a customized Patriots jersey.

The new store features double-lane drive thru pharmacy window service, expanded convenience and food offerings, a digital photo cafe, full pharmacy service, comprehensive health and beauty departments and general merchandise.

The store is open 7 a.m. to 10 p.m., seven days a week.

KIDS CORNER

COLORING



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For more visit <http://www.patriots.com/fan-zone/kidzone.html>

PARTNERS IN PATRIOTISM

PATRIOT PLACE PLAYBOOK

Win New Patriots Gear for the Whole Family!

Is your family ready for the 2014 Patriots season? With training camp underway and the entire team back in town it can mean only one thing - football is back! The Patriots ProShop is packed with all of the newest team gear - from official sideline jackets to the newest 2014 jerseys - and we want each member of your household decked out head-to-toe.

One lucky Foxborough family will have the chance to come down to the Patriots ProShop and outfit the entire family in time for the season. Each member of the winning household will have the chance to personally choose up to five clothing items directly off the ProShop rack!

Details on how to enter to win this exclusive resident offer can be found to the right of this page.

HOW TO WIN



To enter to win this exclusive Foxborough resident experience, please email your name and address with "Patriot Place Playbook" in the subject line to FoxboroResidents@GilletteStadium.com. One winner will be chosen at random and notified via email on Friday, Sept. 5. For rules and regulations, visit www.GilletteStadium.com/Partners-in-Patriotism



Gillette Stadium
One Patriot Place
Foxborough, MA 02035

Mailing
Information

Resident's Name
Street Address
Foxborough, MA 02035