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# Yankees

M M Z I N E E

## PARAGON

The serene Joe Torre sets the standard among field generals

INSIDE: NEW STADIUM GROUNDBREAKING SECTION



# The House That

Bombers break ground on a new



# George Built

## Yankee Stadium in the Bronx

By Michael Margolis



**T**he Yankees will be going home again. After years of speculation and negotiation regarding a new ballpark for the most storied franchise in baseball, the first shovels of dirt were moved for a new Yankee Stadium during a gala groundbreaking ceremony on Aug. 16.

"I'm very happy for everybody that we're all here to celebrate the new Yankee Stadium," Yankees principal owner George Steinbrenner said. "It's a pleasure to give it to you people."

When the new ballpark is completed for Opening Day 2009, it will be a living mirror to the past.

"This is a historic moment for the Bronx, New York City, New York State, Major League Baseball and for the New York Yankees," chief operating officer Lonnie Trost said. "Greatness is truly getting a new home with only one directive—the replication of Yankee Stadium, respecting its history and tradition."

After the renovation of Yankee Stadium in 1974 and 1975, many of the distinctive architectural features of the

original Stadium, including much of the instantly identifiable frieze that circled the top of the Stadium, were lost.

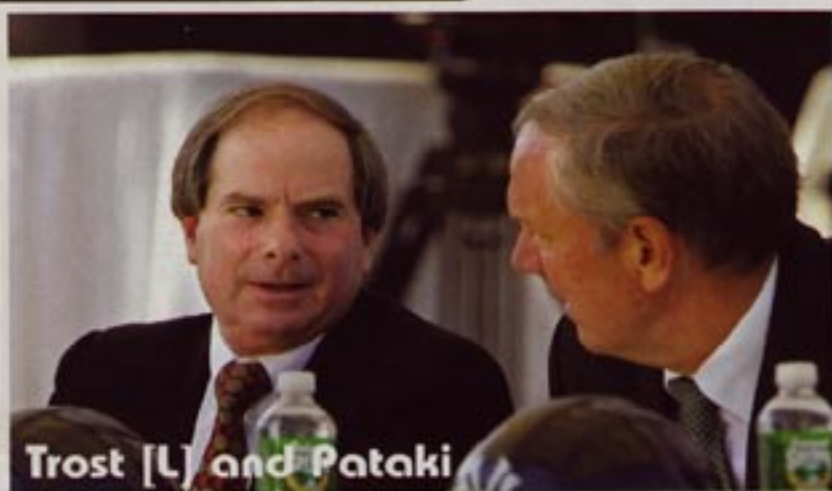
"This new home preserves our tradition and restores some of the lost treasures from the 1923 Stadium: the great cathedral windows, the frieze on the roof, the old auxiliary scoreboards in the outfield, the Yankees bullpen back to right field along with a host of other things," Yankees president Randy Levine said. "But it maintains the playing field as it is today, relocates Monument Park and keeps all the great features fans have come to love of the present Stadium."

For the Yankees, honoring tradition is a sacred duty.

"As caretakers of this American icon, the Steinbrenner family is committed to preserving the rich history that the New York Yankees represent," Yankees general partner Steve Swindal said. "As this great monument to our glorious past rises from the ground, it will serve as a tribute to the present, the past and the future."

With 1.35 million square feet of space, the new facility will be a half million square feet larger than the current

## Steinbrenner



Trost [L] and Pataki

Stadium. Capacity will be an estimated 50,800, and approximately two-thirds of that total will be situated in the Stadium's lower bowl. The ballpark will have 60 traditional suites and three specially designed outdoor suites that together will provide seating for 4,200 fans. An additional eight party suites will accommodate 400 fans. Numerous restaurants, lounges, clubs, party and business areas along with a special concession area dedicated to the Bleacher Creatures will pepper the new Stadium. A museum, learning center and 30,000-square-foot common area intended for neighborhood use also will be part of the project.

"This new Stadium will present new comforts and new features and will be state of the art in every way," Levine said. "It will have comfortable seating, great service and new entertainment venues. It will be the most spectacular fan-friendly stadium ever built. As the Boss insists, it will cater to the needs of our fans, and it will be affordable for people to keep coming to Yankee Stadium to enjoy Yankees baseball."

The groundbreaking ceremony was held at Macombs Dam Park, directly across the street from the current Stadium, on the spot where the new ballpark's bleachers will be. The next-door move means the Bombers are staying in the Bronx, where they have played for almost 84 years.

"The Yankees are making unprecedented commitments to jobs and opportunity and a better quality of life for people of the South Bronx," said New York City Mayor Michael Bloomberg, adding that approximately 6,500 construction jobs and up to 1,000 permanent jobs will be created over the next four years.



# AUGUST 16, 2006

[From L] Pataki, Steinbrenner, Bloomberg and Carrión




Bloomberg also noted that at least 25 percent of all construction contracts related to building the Stadium will go to qualified Bronx companies and 25 percent of all construction and post-construction jobs will go to qualified Bronx residents. The Yankees organization, in an effort to assure these goals are reached, is committing \$1 million to a job training program for Bronx residents.

"The entirety of this package of the new Stadium really is something remarkable for the working men and women of the Bronx and the children of the Bronx," said New York City Council Speaker Christine Quinn. "It's a package that really sends a tremendous message of commitment to this borough, not just that [the Yankees] are physically staying here, but that they are digging in further to make sure that the renaissance in this borough is spurred on even further forward."

The benefit to the surrounding community is not just limited to increased job opportunities. Bloomberg said the city is creating more than 27 acres of new parks, including one along the Harlem River that will open up the waterfront for





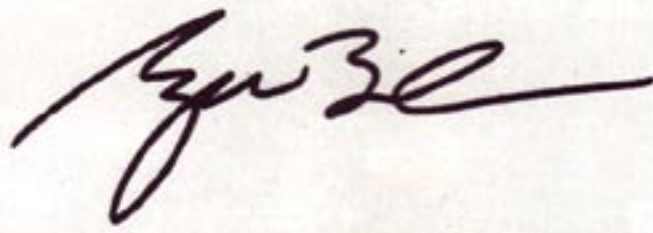
  
THE WHITE HOUSE  
WASHINGTON  
August 15, 2006

I send greetings to those gathered for the Groundbreaking Ceremony for the new Yankee Stadium. This milestone marks the beginning of a new era for the Yankees, the Bronx, and the game of baseball.

Since 1923, "The House that Ruth Built" has been a symbol of our national pastime. Greats such as Babe Ruth, Lou Gehrig, Joe DiMaggio, and Mickey Mantle, have all called Yankee Stadium home. This groundbreaking ceremony is an opportunity to recognize Yankee Stadium as an important part of American history and to begin a new chapter in the great story of the New York Yankees.

I appreciate those involved with this event for your commitment to the game of baseball. Your efforts to honor the game's past and celebrate its future help enrich our society and strengthen the spirit of America.

Laura and I send our best wishes on this special occasion.







recreation. Softball and baseball fields, a soccer field, playgrounds and basketball, tennis and handball courts are also on the horizon.

Other improvements to the area include the construction of four new parking garages that will increase parking capacity to more than 10,000 vehicles, reducing congestion on neighborhood streets. And for those who wish to come to the game via Metro-North, a new \$45 million Yankee Stadium stop is on the way.

"When all is said and done and the press finishes their stories and the construction is over, the question that future generations will ask of our generation and all these wonderful people is: Did they leave a better place, a quality place, that added value to the life of future generations?" Bronx Borough President Adolfo Carrión Jr. said. "And by God, my friends, I think we did that today. We hit a home run for the future generation."

The groundbreaking ceremony, which included a mock baseball field, vendors handing out water and peanuts and a bleacher area for local community groups, was facilitated by the marketing firm of Weinrib & Connor of White Plains, N.Y. Numerous public officials were in attendance, including New York Gov. George Pataki, U.S. Rep. Jose Serrano, New York City Deputy Mayor Dan Doctoroff, New York State Assemblywoman Carmen Arroyo, New York City Council majority leader Joel Rivera and Empire State Development Corporation chairman Charles Gargano. Bishop Dr. Timothy Birkett, senior pastor of the Church Alive Community Church, provided the opening remarks.



Selig [L] and  
Steinbrenner

BUD SELIG

GEORGE M. STEINBRENNER III



As the many civic leaders rejoiced over the positive impact the Stadium will have on the community, Swindal reminded everyone that at its essence, the new Stadium is about giving the Yankees and the multitudes who support them the finest baseball palace in the world.

"Our fans are the true reason we were able to embark on this ambitious project," Swindal said of the \$800 million privately funded ballpark. "Without their unyielding, passionate support of this franchise, this dream would never be realized. This facility will be built with the fan at the forefront as we try to re-create in assiduous detail the original Yankee Stadium, yet have all the facilities of a modern ballpark."

Major League Baseball commissioner Bud Selig, who has presided over an unprecedented wave of ballpark building during his tenure in office, reminisced about his first visit to the Stadium as a teenager and





acknowledged the incredible potential the new Stadium has for future baseball fans.

"No stadium can equal the sports history that has been made at Yankee Stadium," he said. "Wherever you turn, you are reminded of such Yankees greats as [Babe] Ruth, [Lou] Gehrig, [Mickey] Mantle, [Yogi] Berra, [Whitey] Ford and, of course, [Joe] DiMaggio. Yankee Stadium is an American monument that has endured for over 83 years. Today we are breaking ground on a new Yankee Stadium, a new monument and new memories for the coming generations of fans. I look forward to the day that I can walk into the new Yankee Stadium with my granddaughters, knowing that they're experiencing a moment that they, too, will never forget."

Regardless of where the Stadium stands, the Yankees' long and glorious history is permanent and profound. The franchise's legacy will follow the Yankees wherever they play baseball.

"As we move across the street to this site within the shadows of Yankees heroes of the past, there is no greater history, no



greater tradition in all of sports and no greater responsibility than [the one] we have as stewards of this franchise to balance our past and yet have a watchful eye to our future," Swindal said. "So let us celebrate today a new beginning and a new chapter in Yankees history, firmly anchored by the past and tradition yet dreaming of future championships and rich memories for generations that lie ahead."

Trost concluded the event by summoning the spirit of Ruth, the most iconic Bomber of all time, who died on the same day 58 years earlier.

"Today, on the anniversary of his death, we bring to a close the chapter on The House That Ruth Built and raise the curtain on The House That The Boss Built." ❧



## The Tradition Continues

YANKEES MAGIC WILL TURN NEW YANKEE STADIUM INTO AN ICONIC PARK

It's fair to say that Yankee Stadium is as much a part of people's lives as any Stadium on the planet.

From elder generations to today's youth, The House That Ruth Built holds a special place in so many people's hearts.

What has made the big ballpark in the Bronx such an integral part of our lives?

In addition to the beauty of Yankee Stadium, the events that have taken place on 161st Street and River Avenue make the Stadium a most important part of people's memory banks.

Today's younger generations didn't see Babe Ruth hit towering home runs over the right-field porch, but they'll never forget their grandmothers' stories of the Great Bambino.

"Babe Ruth was one of those people who was bigger than life," New York City Mayor Michael Bloomberg said. "He is what our culture is built on. He is who we tell our kids about."

Our parents tell us about seeing Joe DiMaggio patrolling the Stadium's most sacred ground or Mickey Mantle almost hitting one onto the street or Reggie Jackson hitting three into the seats one October night.

Future generations will learn about the gutsy Yankees of 1996, who came back to win the World Series on a chilly Saturday night in the Bronx. They'll hear tales of the 1998

Bombers, the best baseball team in history. They'll take in stories about Derek Jeter's game-winning blast in the 2001 World Series and Aaron Boone's epic homer in Game 7 of the 2003 ALCS.

The new Yankee Stadium will be just as special to the millions of people who enter its gates as the old Stadium is to those who have witnessed one amazing feat after another for almost 84 years.

"The Yankees are the greatest sports franchise in history, and I think this is just the next chapter in continuing that greatness," New York Gov. George Pataki said. "It will be a magnificent stadium."

Magical moments have made Yankee Stadium the most storied place in the sports landscape—and the magic show isn't going to slow down anytime soon. In fact, it's hard to imagine a day when the aura of the Yanks will ever diminish.

Fifty years from now, people will reminisce about the last game in the old ballpark and the first game in the new one. In doing so, they'll be talking about two of sports' greatest landmarks—both called Yankee Stadium.

—Alfred Santasiere



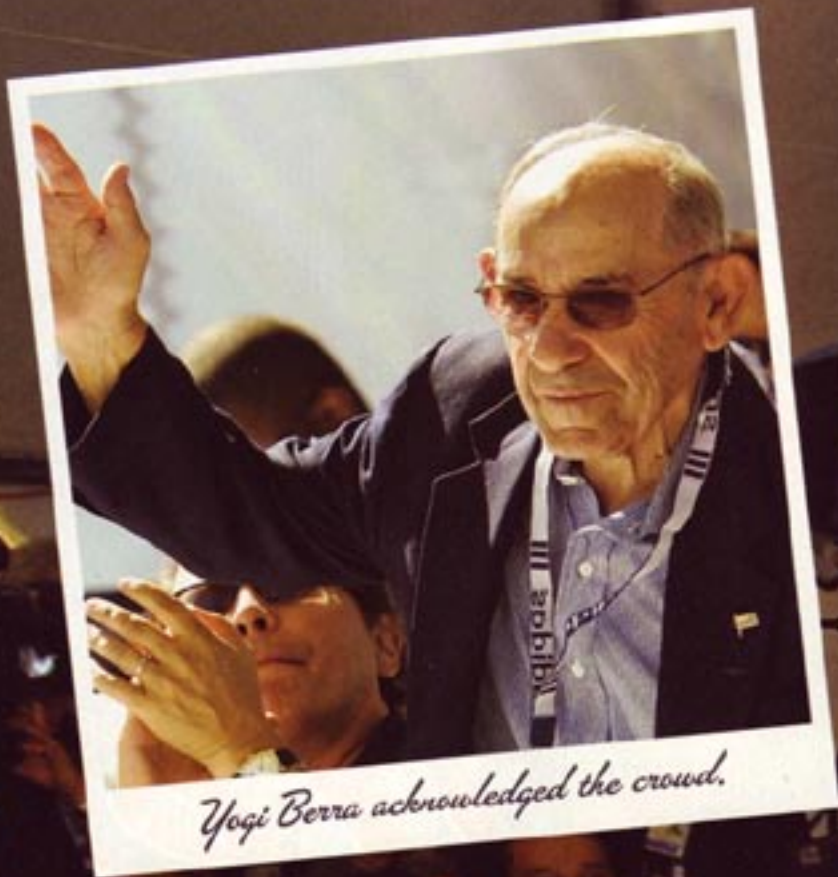
# Sights



# From the Site



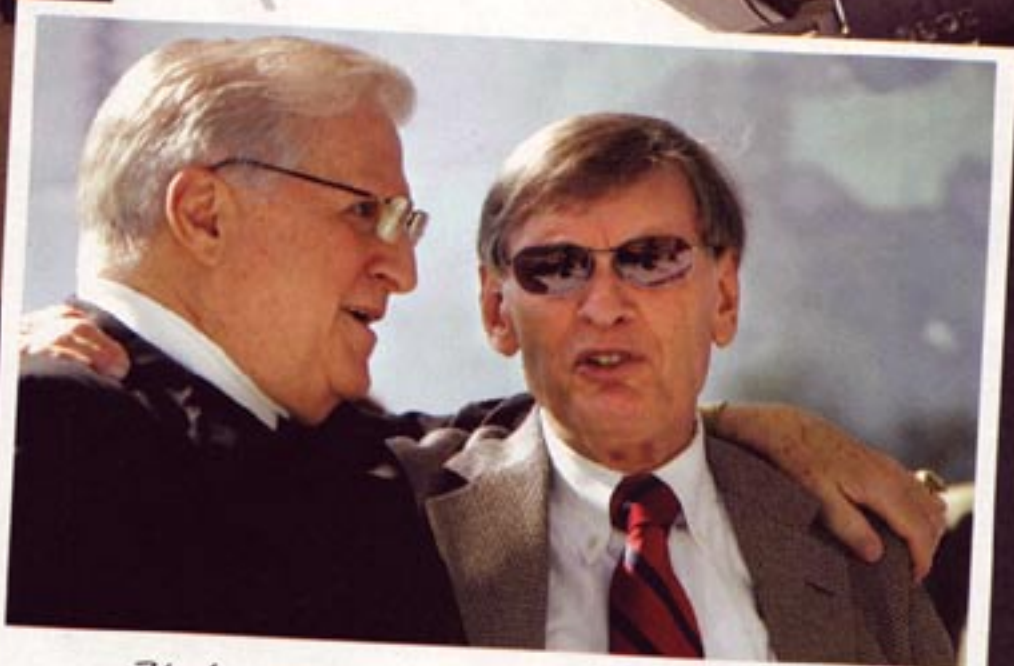
*Various community groups attended the groundbreaking.*



*Yogi Berra acknowledged the crowd.*



*[From L]: New York Gov. George Pataki, Yankees principal owner George Steinbrenner, New York City Mayor Michael Bloomberg and Bronx Borough President Adolfo Carrión Jr.*



*Yankees principal owner George Steinbrenner [L]  
and Major League Baseball Commissioner Bud Selig*