

Dave Campbell's

TEXAS FOOTBALL®

Special Edition Presented by:

optimum.



ROYSE CITY BULLDOGS

Community Connectors

THE ROYSE CITY BULLDOGS EMBRACE THEIR HOMETOWN LIKE NONE OTHER



Q&A

WITH **JEFF
HAYS**

Q. How did you get involved at Royse City?

"I grew up and played high school football here. I later moved away for a couple of years and came back and wanted to raise my kids here. When I got back to Royse City, I decided to support the football program by mentoring kids and coaches. I wanted to invest in an organization that helped me when I was growing up."

Q. What makes the Royse City community special to you?

"It feels like home and is very welcoming to people from all different walks of life. It has grown a lot since I grew up here and it still strives to maintain that small town community feeling where everyone matters. There is a great education system and what I see to be the best school in the district and state. It's just a great place to be."

Q. What is your proudest moment as a part of the Royse City community?

"The proudest moment I've had is getting to give back to the community of Royse City that invested in me as a kid. I am who I am today because of the countless people in this community that gave their time, resources, compassion, and wisdom. It makes Royse City a special place to grow up in and raise a family."



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ROYSE CITY BULLDOGS

Community Connector Award

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CONNECTING WITH
Coach David Petroff

Q. Who is your Community Connector? Please give us some examples of how they are involved with the program/ local community.

"This is my 11th year at Royse City and Jeff Hays was here the first day I walked in the door. He is the team chaplain and the pastor at our local church, and he talks to our kids before we go out for every ball game. He leads us in prayer and he's just there for our kids. If there is any kid that's having trouble, I'll go to Jeff to help."

Q. What do you talk to your team about when you talk about representing your community and how is your team involved in the community?

"I always look at my team and think that we need to do more in our community. In this day in age, you deal with a lot of selfishness. When I first got here, we helped build a playground at the city park and we now have a reading program for kids. We go to all elementary schools and we read with them and our team will work their field days."



Just as Optimum has been a source of keeping the community connected through its award-winning high-speed internet, Dave Campbell's Texas Football has been a "bible" source for millions of football fans across the Lone Star State.

During this year's Texas high school football season, Optimum is keeping score on local individuals who are making a difference in their community. As a result, Optimum is proud to have partnered with Dave Campbell's Texas Football to do so.

Leveraging Dave Campbell's insight and expertise in scouting, Optimum's partnership with Dave Campbell's Texas Football is nothing short of a "winning connection." The partnership enabled the creation of the Community Connector Award in order to celebrate the achievements of community difference makers year-round – both on and off the field.

Optimum is proud to
recognize

JEFF HAYS
for her contributions
to the community

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Optimum is a proud founder of this award as it celebrates committed students, teachers and parents who stay connected in their community and honor them for their generous hard work and support to make their community a better place.

Q. Why is it important to you to teach your young men about giving back and being good stewards of their community?

"To me, it's all about the selflessness it takes to be a good community. We get so caught up in ourselves and what it is that we're doing as opposed to thinking about the good things that we have. For example, when we read to the elementary kids, the kids are so excited, but I'm not so sure that our kids don't benefit more from it."

Q. What's unique about your school/local community? What makes it special?

"What's unique at this moment in time, is the way our community is growing. We have a lot of people from all over the country and getting to know each other in different ways is really special. We are experiencing the efforts to come together and all pull in the same direction here in Royse City."

Q. Personally, what does staying connected to your community mean to you?

"To me, it's being active in the community. Doing things with your kids that help serve and I've talked to the boys about how we need to be better with that. I think that really makes a difference with their commitment and knowing that other people are watching and looking up to them. If we can connect to the community and do positive things, then maybe we can combat the negativity you see online."

A Winning Connection

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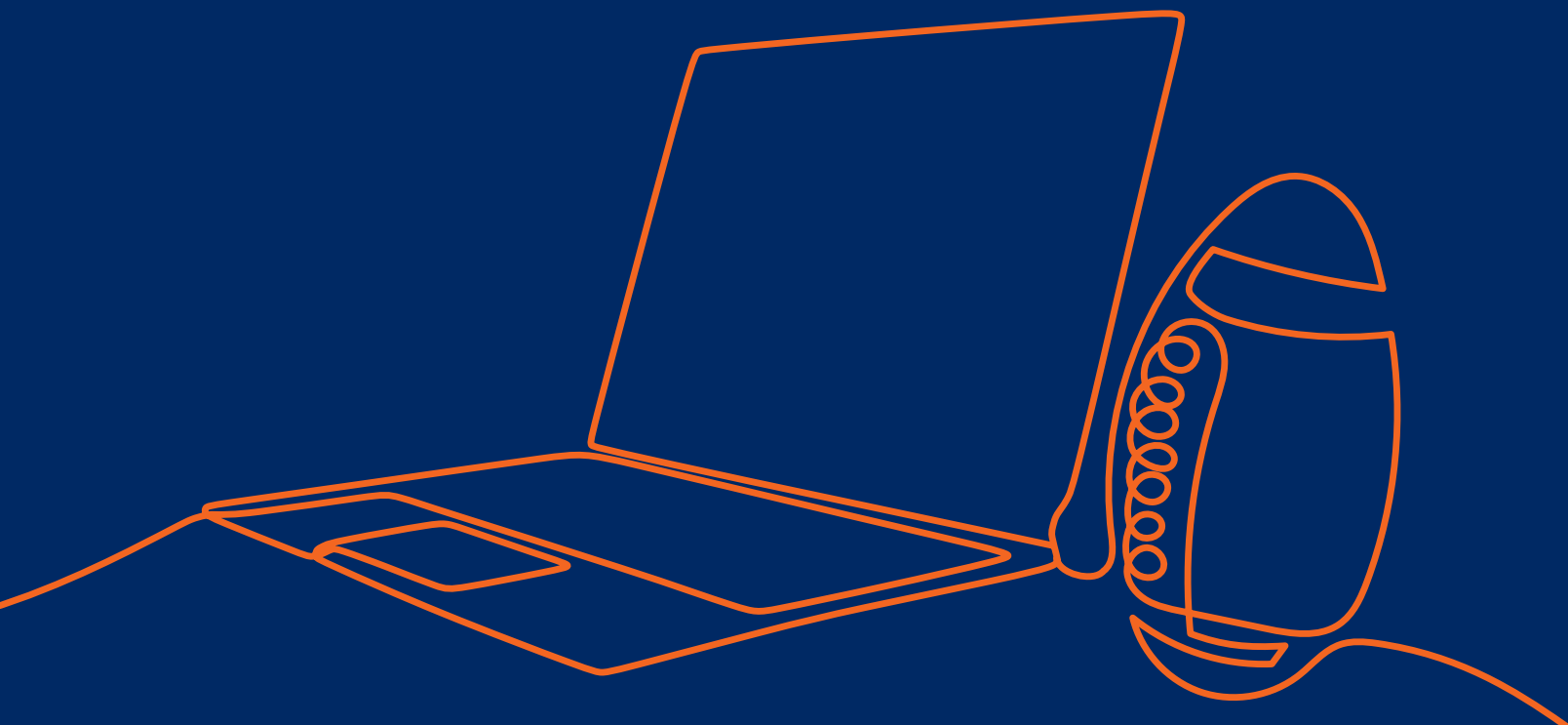
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