

## PRESS RELEASE



MONTEREY  
PENINSULA  
FOUNDATION



### Monterey Peninsula Foundation

### ANNOUNCES BIRDIES FOR CHARITY

### In conjunction with the 2008 AT&T Pebble Beach National Pro-Am

FOR IMMEDIATE RELEASE: Monday, December 10, 2007

Monterey, California – The Monterey Peninsula Foundation, which stages the AT&T Pebble Beach National Pro-Am, has announced an exciting new charitable program for nonprofit organizations in northern California. In an effort to further strengthen its philanthropic endeavors, the Foundation has launched Birdies for Charity® a successful fundraising program conducted at PGA TOUR golf tournaments across the country.

Beginning on the first of December, 31 charities began soliciting monetary pledges from their supporters based on the number of birdies scored by PGA TOUR professionals during the 2008 AT&T Pebble Beach National Pro-Am, February 7-10. Monterey Peninsula Foundation will administer the program and offer a 10% match to the charities on the amount they raise. Birdies for Charity will not only serve as an additional fundraiser for these charities, but deepen the connection between the tournament and the hundreds of worthwhile programs it benefits each year.

Net proceeds from the AT&T Pebble Beach National Pro-Am go to support a wide variety of charitable organizations. Since the tournament moved to the Monterey Peninsula in 1947 the Monterey Peninsula Foundation has made charitable donations totaling \$66,000,000.

Anyone can fill-out a pledge form and pledge one cent or more per birdie or a flat-rate to participate in the program. Interested donors should contact the participating charity of their choice or visit [www.attpbgolf.com/birdies-for-charity/](http://www.attpbgolf.com/birdies-for-charity/) for details. Donor incentives include many exciting prizes awarded through random drawings of completed pledge forms throughout the pledging season.

In addition, each pledge form also offers donors a chance to guess the total number of birdies that will be made during the tournament. The lucky person who guesses correctly before the contest closes February 6, 2008, will win the grand prize of a Norwegian Cruise Line 7-day cruise for two to the Mexican Riviera (winner will be determined by random lottery in the case of multiple correct guesses).

Phil Mickelson will return to Pebble Beach to defend his title in the 2008 AT&T Pebble Beach National Pro-Am, February 7 – 10. Mickelson and other top PGA TOUR professionals will be vying for a record \$6 million purse on Spyglass Hill, Poppy Hills and Pebble Beach Golf Links. Complete tournament information is available through the Web site, [www.attpbgolf.com](http://www.attpbgolf.com) or the tournament box office, 831 644-0333 or 800 541-9091. Information on Monterey Peninsula Foundation can be found at [www.montereypeninsulafoundation.org](http://www.montereypeninsulafoundation.org).

### 2008 Birdies for Charity Participating Organizations

American Red Cross, Monterey-San Benito Counties Chapter  
AT&T Pebble Beach Junior Golf Association  
Casa of Monterey County  
Community Partnership for Youth  
Easter Seals Central California  
George Mark Children's House  
Girl Scouts of California's Central Coast  
HOPE Services  
Hospice Foundation  
Interim, Inc.  
Jacob's Heart Children's Cancer Support Services  
Monterey Bay Blues Festival  
Monterey Bay Veterans, Inc.  
Monterey County Rape Crisis Center  
NCGA Foundation  
O'Neill Sea Odyssey

Parents Helping Parents  
Rebuilding Together Silicon Valley  
Salinas Valley Jr. Golf Association  
Second Harvest Food Bank  
Special Olympics Northern California, Inc.  
Stevenson School  
Suicide Prevention Service  
The Boys and Girls Clubs of Monterey County  
The Carmel Foundation  
The First Tee of Monterey County  
Unity Care Group  
Central Coast YMCA  
Salinas Community YMCA  
YMCA of San Benito County  
YMCA of the Monterey Peninsula

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