

Press Release



AT&T PEBBLE BEACH NATIONAL PRO-AM ANNOUNCES NEW CHARITY SHOOT-OUT FORMAT

-To Feature SF Giants vs SF 49ers Vying for \$100K Charity Purse-

FOR IMMEDIATE RELEASE: January 4, 2011

Monterey, California – The traditional AT&T Pebble Beach National Pro-Am Charity Shoot-Out held on Tuesday of tournament week will have a new look this year. The five-hole event on famed Pebble Beach Golf Links will feature four current or former San Francisco Giants pitted against four current or former San Francisco Forty-Niners. Harris Barton (49ers) and Mike Krukow (Giants) have been named team captains. The remainder of the line-up will be released soon.

Both the Giants and the 49ers will have two two-man teams. The format, covering holes No. 1, 2, 3, 17 and 18, will consist of alternate shots of two players. Each hole will be worth \$20,000 with half going to the qualifying charity and half to the Giants and 49er's respective charitable foundations. In the case of a tie, the money will roll forward to the next hole.

All Northern California charities who are participating in the annual *Birdies for Charity*[®] program in conjunction with the AT&T Pebble Beach National Pro-Am will compete for the opportunity to be represented by each of the teams at the Charity Shoot-Out and vie for a portion of the \$100,000 total charity purse. Four charities will be selected at a closest-to-the-hole qualifying event to be held on Saturday January 22nd at Peter Hay Golf Course in Pebble Beach. The

charities who qualify will be able to send a representative to act as a leader board carrier in the event and choose one of the two Giants or Forty-Niner teams to represent them.

The Charity Shoot-Out is scheduled for Tuesday, February 8th at 1:30 p.m. on the 1st hole at Pebble Beach Golf Links. Tickets may be purchased for the event at www.attpbgolf.com.

Practice Round tickets - valid all three days, Monday, Tuesday and Wednesday - are \$50 until January 15th and \$60 per person after that date.

For further information and contestant updates checkout attpbgolf.com or follow us on Facebook.

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About Monterey Peninsula Foundation

Monterey Peninsula Foundation (MPF) is a charitable foundation which disburses funds from the proceeds of the AT&T Pebble Beach National Pro-Am on the PGA TOUR and the First Tee Open at Pebble Beach on the Champions Tour. MPF focuses on improving the quality of life in Monterey County and surrounding areas. Since the AT&T Pebble Beach National Pro-Am came to the Monterey Peninsula in 1947, over \$85 million has been raised for charity.

In 2004 the First Tee Open at Pebble Beach was introduced to serve as a showcase for The First Tee whose global mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf.

www.montereypeninsulafoundation.org; www.attpbgolf.com; www.thefirstteeopen.com

About PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour and Nationwide Tour. The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in communities in which it plays, and provide financial opportunities for TOUR players.

In 2010, the three Tours collectively have tournaments in 34 states and in 12 countries outside of the U.S. PGA TOUR tournaments are broadcast to nearly 600 million households in 231 countries and 30 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2010, tournaments on the three Tours generated nearly \$120 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to nearly \$1.6 billion. The company is headquartered in Ponte Vedra Beach, FL.

www.pgatour.com

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