

Press Release



## **AT&T PEBBLE BEACH NATIONAL PRO-AM TICKET PRICES TO GO UP AFTER JANUARY 15<sup>TH</sup>**

FOR IMMEDIATE RELEASE: January 12, 2010

Monterey, California – There is still time to purchase tickets for the 2010 AT&T Pebble Beach National Pro-Am, February 8 – 14, at the special advance rate of \$50 per day. After January 15<sup>th</sup> the price increases to \$60. Tickets are available online at [www.attpbgolf.com](http://www.attpbgolf.com) or by phone, 800 541-9091 or 831 644-0333. Net proceeds go to support hundreds of worthwhile charities throughout Northern California.

Leading pros on the PGA TOUR will be coming to Pebble Beach to vie for a \$6.2 million purse on Spyglass Hill, Monterey Peninsula Country Club's Shore Course and famed Pebble Beach Golf Links. They will be teamed with top celebrities including perennial favorite, Bill Murray, Chris Berman, Vince Gill, Josh Duhamel, Greg Kinnear, Ray Romano and George Lopez.

Newcomers this year include actor Rob Morrow, of *Northern Exposure* fame, currently starring in *Numb3rs*, Oliver Hudson, star of *Rules of Engagement* and comedian Jackie Flynn.... Both professional and celebrity commitments are regularly updated on the tournament Web site, [www.attpbgolf.com](http://www.attpbgolf.com).

Practice round tickets, which are good for all three days Monday-Wednesday, are also \$50 in advance and \$60 after 1/15. Season badges, valid all week, are \$125 in advance and \$150 after 1/15.

Tickets to the exclusive AT&T Champions Club, with food and beverage served Thursday through Sunday in a club-like atmosphere overlooking the 15<sup>th</sup> green at famed Pebble Beach Golf Links, are available for \$1,600 per person. Individual daily tickets may be purchased for \$450 per person. All Champions Club tickets must be purchased by January 15<sup>th</sup>.

Since the tournament moved to the Monterey Peninsula in 1947 the Monterey Peninsula Foundation has made charitable donations totaling \$79,000,000.

# # #

For further information:

*Cathy Scherzer*  
*Monterey Peninsula Foundation*  
831 649-1533  
[cscherzer@attpbgolf.com](mailto:cscherzer@attpbgolf.com)