

## Press Release



### **BLAKE MYCOSKIE WINS JACK LEMMON AWARD AT THE AT&T PEBBLE BEACH NATIONAL PRO-AM**

FOR IMMEDIATE RELEASE: February 16, 2011

Monterey, California – Blake Mycoskie, Founder and Chief Shoe Giver of TOMS Shoes, has been named the Most Valuable Amateur of the 2011 AT&T Pebble Beach National Pro-Am. Mycoskie, a 16 handicapper, helped his professional partner, Vaughn Taylor, by 29 strokes. In winning the award he received the Jack Lemmon Award, suitably named after the Academy Award winning actor who failed to make the famous Saturday night ‘cut’ a record number of times. Lemmon, who died in 2001, played in the tournament for over 30 years.

“I am humbled to receive the 2011 Jack Lemmon Award,” states Mycoskie. “I just went out there with my dad and we made something special happen. It was truly amazing and I can now officially cross an item off of my bucket list – to play golf at Pebble Beach.”

Mycoskie joined a host of other CEO’s, Hollywood celebrities and sports stars at the 2011 AT&T Pebble Beach National Pro-Am. D.A. Points, a graduate of the University of Illinois, teamed with

crowd favorite Bill Murray to capture the pro-am title and win for the first time on the PGA TOUR.

Next year's event is scheduled for the week of February 6 – 12, 2012. Tickets go on sale after Labor Day. For more information, [www.attpbgolf.com](http://www.attpbgolf.com).

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#### **About AT&T**

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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](http://www.montereypeninsulafoundation.org); [www.attpbgolf.com](http://www.attpbgolf.com); [www.thefirstteeopen.com](http://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 2009, 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](http://www.pgatour.com)