

Press Release

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AT&T PEBBLE BEACH NATIONAL PRO-AM BIRDIES FOR CHARITY® TOPS RECORD

- 65 Percent Increase Over Last Year -

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Monterey, California – The fourth annual Birdies for Charity® program, in conjunction with the 2011 AT&T Pebble Beach National Pro-Am, concluded recently with over \$307,000 raised for Northern California charities. This tops the amount raised last year by 65% percent.

Through this unique program, charities solicited monetary pledges from their supporters based on the total number of birdies scored by PGA TOUR professionals during the 2011 AT&T Pebble Beach National Pro-Am. Monterey Peninsula Foundation, host organization for the tournament, sponsors the program and offers a 15 percent match to the charities on the amount they raise. In its four year history, Birdies for Charity® has generated over \$725,000.

“We are very excited that over 80 charitable organizations have seen the value of this program to enhance their fundraising efforts,” states Foundation President and Tournament Director Steve Worthy. “The support the AT&T Pebble Beach National Pro-Am receives from all over the world enables us to positively impact hundreds of charities throughout Northern California ...which is vital to so many nonprofits given the current economic environment.”

The following organizations were the top earning charities in this year's campaign:

- Pajaro Valley Shelter Services
- Carmel Mission Foundation
- Planned Parenthood
- Harmony At Home
- Marine Life Studies
- Bay Area Women's Sports Initiative (BAWSI)
- Carmel Valley Historical Society
- Hospice of Santa Cruz County
- Monterey Bay Blues Festival
- CALSTAR
- The Steinbeck House
- Blind & Visually Impaired Center of Monterey County

Birdies for Charity® not only serves as a fundraiser for these charities, but deepens the connection between the AT&T Pebble Beach National Pro-Am and the hundreds of worthwhile programs it benefits each year through the Monterey Peninsula Foundation.

In addition, a winner was named for the *Guess the Birdies* component of the program. For guessing the number of birdies scored by PGA TOUR professionals during tournament play, Michelle Beach of Salinas won two \$500 roundtrip United Airline tickets and a World Golf Vacation Package. Michelle donated to Harmony At Home.

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 Monterey Peninsula Foundation has made charitable donations totaling more than \$86,000,000.

D. A. Points posted his first PGA TOUR victory at the 2011 AT&T Pebble Beach National Pro-Am and also won the pro-am portion with his amateur partner, Bill Murray. The 2012 tournament is schedule for February 6th – 12th.

For information on how to participate in next year's Birdies for Charity program, please contact Nettie Porter – nporter@attpbgolf.com or 831 649-1533.

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