

**PRESS RELEASE**



**THIRD ANNUAL BIRDIES FOR CHARITY® TO LAUNCH  
- In Conjunction with 2010 AT&T Pebble Beach National Pro-Am -**

FOR IMMEDIATE RELEASE: October 5, 2009

Monterey, California –Monterey Peninsula Foundation, host of the AT&T Pebble Beach National Pro-Am, is pleased to once again offer *Birdies for Charity*®, a unique and easy way for local and regional charities to earn additional funds for their organizations. Last year 75 charities collectively raised over \$135,000 through this program. This represents a 75% increase over 2008 and the total number of individual donors nearly doubled. The 2010 *Birdies for Charity*® program launches November 1, 2009.

*Birdies for Charity*® is a pledge drive based on the number of birdies made by PGA TOUR professionals during the competitive rounds of the AT&T Pebble Beach National Pro-Am. All charitable organizations with a 501(c) (3) designation are eligible to participate. Monterey Peninsula Foundation bears all administrative costs for the program plus the charity receives a 10% match from the Foundation for each dollar collected. Donors may make a flat donation or pledge a per-birdie amount.

Organizations wishing to learn more about this program are invited to attend an information session in Palo Alto on October 9<sup>th</sup> or in Monterey on October 13<sup>th</sup>, 16<sup>th</sup> or 30<sup>th</sup>.

To reserve a spot at an information session, please contact Nettie Porter at the Monterey Peninsula Foundation offices, [nporter@atpbgolf.com](mailto:nporter@atpbgolf.com) or 831 649-1533.

The program also features donor incentives including *Bonus Bucks* and a *Guess the Birdies* contest for a chance to win a grand prize of two round-trip Continental Airlines tickets anywhere in the U.S. Other prizes are randomly distributed during the pledge period, November through February.

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 raised more than \$79,000,000 for charity. The 2010 tournament is scheduled for the week of February 8<sup>th</sup> – 14<sup>th</sup>.

Further tournament information is available at [www.atpbgolf.com](http://www.atpbgolf.com).

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For further information:

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