

Press Release



## **CELEBRITIES SLATED FOR 2011 AT&T PEBBLE BEACH NATIONAL PRO-AM**

FOR IMMEDIATE RELEASE: November 16, 2010

Monterey, California – The celebrity field for the 2011 AT&T Pebble Beach National Pro-Am is starting to take shape. Leading PGA TOUR pros will be teamed with celebrity amateurs including ESPN sportscaster Chris Berman, actor Kevin Costner, NCIS: Los Angeles star Chris O'Donnell and Josh Duhamel, currently starring in *Life as We Know It*. Other celebrities include former San Francisco 49er Harris Barton, soccer star Brandi Chastain, and actors Don Cheadle and Ray Romano. The tournament will be played on Pebble Beach Golf Links, Spyglass Hill Golf Course and Monterey Peninsula Country Club's Shore Course the week of February 7<sup>th</sup> – 13<sup>th</sup>.

Tickets for the AT&T Pebble Beach National Pro-Am are now on sale through the tournament website, [www.attpbgolf.com](http://www.attpbgolf.com), and the tournament box office, 831 644-0333 or 800 541-9091. Daily tickets are \$50 in advance and \$60 after January 15<sup>th</sup>. Practice round tickets, good for all three days Monday-Wednesday, are \$50 in advance and \$60 after January 15<sup>th</sup>. Season badges, valid for admittance all week, are \$125 in advance and \$150 after January 15<sup>th</sup>.

A special ticket package is currently on sale at 50 Costco locations throughout Northern California. The package - a \$300 value consisting of two one-day tickets to the Fairway Club and two practice round tickets - is available exclusively to Costco members for a special price of \$169.99.

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 over \$85,000,000.

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

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation’s fastest 3G network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse<sup>®</sup> and AT&T |DIRECTV brands. The company’s suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by *FORTUNE*<sup>®</sup> magazine.

[www.att.com](http://www.att.com)

#### **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 \$109 million for local charitable organizations, bringing the TOUR’s all-time total of charitable contributions to nearly \$1.5 billion. The company is headquartered in Ponte Vedra Beach, FL.

[www.pgatour.com](http://www.pgatour.com)

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