

PRESS RELEASE



DEADLINE TO SIGN UP FOR BIRDIES FOR CHARITY®

- In Conjunction with 2010 AT&T Pebble Beach National Pro-Am -

FOR IMMEDIATE RELEASE: November 23, 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. The 2010 *Birdies for Charity*® program launched November 1, 2009. However, all charitable organizations with a 501(c) (3) designation are eligible to participate and must register by **December 1, 2009**. Last year 75 charities collectively raised over \$135,000 through this program.

“*Birdies for Charity* is a great partner to optimize the contributions to Monterey Bay Veterans, and the 10% matching funds is the icing on the cake,” states Bill Graham, Executive Board, Monterey Bay Veterans, Inc.

“*Birdies for Charity* is a wonderful opportunity for nonprofit organizations to enhance their fundraising capabilities. Because of Monterey Peninsula Foundation’s generosity, they provide an extra 10% for each donation received,” says Franny Huck, Youth Center Director, The Salvation Army Monterey Peninsula Corps.

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. 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.

The program also features donor incentives including 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. Please contact Nettie Porter at the Monterey Peninsula Foundation offices, nporter@attpbgolf.com or 831 649-1533 to register for the program.

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 8th – 14th.

Further tournament information is available at www.attpbgolf.com.

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For further information:

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