

**PRESS RELEASE**



**BIRDIES FOR CHARITY® END OF YEAR REMINDER**

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

FOR IMMEDIATE RELEASE: December 29, 2009

Monterey, California –End of year charitable giving may be enhanced by donating to the following charities who are participating in Birdies for Charity® in conjunction with the 2010 AT&T Pebble Beach National Pro-Am. Tournament host, Monterey Peninsula Foundation, will award charities a 10% match for each dollar collected during the pledge period, December 1st through the end of February.

*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 participating charitable organizations have a 501(c) (3) designation. Donors may make a flat donation or pledge a per-birdie amount. Monterey Peninsula Foundation bears all administrative costs, making the program is an easy way for local and regional charities to earn additional funds for their organizations.

The 2010 AT&T is scheduled for the week of February 8<sup>th</sup> – 14<sup>th</sup>. It is the 25<sup>th</sup> anniversary of AT&T's involvement as title sponsor. Further tournament information is available at [www.attpbgolf.com](http://www.attpbgolf.com).

## 2010 Birdies for Charity Participating Organizations

A Safe Place	Community Human Services
Ace Kids Golf	Community Oral Health Services
Actors' Theatre Santa Cruz County	Community Partnership for Youth
Ag Against Hunger	Dancing Classrooms Monterey Bay
Alameda County Meals on Wheels	Davenport Resource Service Center
All Saints' Episcopal Day School	Easter Seals Central California
Alliance on Aging	Ensemble Monterey Chamber Orchestra Foundation for the Performing Arts Center - Pacific Grove
Animal Friends Rescue Project Arthritis Foundation, Northern California Chapter, Central Coast Branch	Friends of the Palo Alto Junior Museum & Zoo
AT&T Pebble Beach Junior Golf Association	Girl Scouts of California's Central Coast
Bay Area Women's Sports Initiative (BAWSI)	Golf & Grapes Foundation Hadassah, The Women's Zionist Organization of America, Inc.
Beacon House Big Sur International Marathon Just Run Youth Program	Harmony At Home
Blind and Visually Impaired Center	Health and Care, Adult/Senior Day Care
Boys & Girls Clubs of Monterey County	Healthy Kids of Santa Cruz County
California Shock Trauma Air Rescue (CALSTAR)	Hollister Youth Alliance
Camerata Singers	Homeless Garden Project
CASA San Benito	HOPE Services
Central Coast YMCA	Hospice of Santa Cruz County
Chamberlain's Children Center Inc.	Interim Inc.
Chartwell School	Jacob's Heart Children's Cancer Support Services
Community Food Bank of San Benito County	Lift Line
Community Hospital Foundation	Marine Life Studies

Mariposa's Art	Salinas Valley Junior Golf Association
Meals on Wheels of the Monterey Peninsula, Inc.	San Jose Jazz
Monterey Bay Blues Festival	Save Our Shores
Monterey Bay Veterans, Inc.	Save The Whales
Monterey Peninsula College	Second Harvest Food Bank Santa Cruz County
Monument Crisis Center	Shelter Network
Natividad Medical Foundation	Sophies Heart
NCGA Foundation	Stevenson School
O'Neill Sea Odyssey	Suicide Prevention Service of the Central Coast
Our World-Peace Park	Sunrise House
Pacific Grove Feast of Lanterns, Inc	The American Red Cross-Monterey Bay Area Chapter
Pacific Repertory Theatre	The Carmel Foundation
Pajaro Valley Shelter Services	The First Tee of Monterey County
Parents Helping Parents	The Salvation Army Monterey Peninsula Corps
Parks Foundation of Monterey County	The SPCA for Monterey County
Planned Parenthood Mar Monte	Unity Care Group
Prunedale Senior Center	Ventana Wildlife Society
Rancho Cielo Youth Campus	YMCA of the Monterey Peninsula
Ravenswood Family Health Center	YWCA Monterey County
Salinas Circle for Children	
Salinas High Music Association	

# # #

For further information:

*Cathy Scherzer*  
*AT&T Pebble Beach National Pro-Am*  
 831 649-1533  
[cscherzer@attpbgolf.com](mailto:cscherzer@attpbgolf.com)