

Press Release



AT&T Pebble Beach National Pro-Am Awarded for Green Excellence

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Pebble Beach, Calif. – AT&T Pebble Beach National Pro-Am presented by Monterey Peninsula Foundation has received Gold Certification by the Council for Responsible Sport and has been awarded for Outstanding Practices in Event and Venue Resource Recovery efforts during the 2014 tournament by The California Resource Recovery Association.

With help from partners at The Offset Project, Pebble Beach Company, Pebble Beach Community Services District, Waste Management and Monterey Regional Waste Management District, the tournament was able to achieve 93 percent waste diversion through composting and reuse strategies. To reach this level of waste diversion, the tournament executed the following:

- Up-cycled chip bags and granola bar wrappers into new products via Terracycle
- Measured the event's water footprint and implemented water conservation measures
- Measured the carbon footprint of event operations and offset those emissions
- Implemented a new sustainable procurement policy
- Sent compostable materials to a local anaerobic digester to produce renewable energy
- Developed plans to reach under-represented groups through sorting teams
- Donated leftover food to the local food bank
- Supported local businesses
- Purchased 25 percent local or sustainably produced food

“Being environmentally responsible is an important initiative to the Foundation and Tournament,” says Monterey Peninsula Foundation CEO, Steve John, “We could not have done it without our partners and we are excited to be on the forefront of green solutions for large events.”

The California Resource Recovery Association is the primary trade organization in California representing the waste industry. Each year, they present annual awards in nine categories, one of which is Outstanding Practices in Event and Venue Resource Recovery. This highest ranked award for waste related projects is awarded to large events or venues serving over 2,000 people/day for excellence in implementing waste reduction, recycling and organics programs, innovative source reduction programs, recovering over 90% of event discards, and/or other programs that demonstrate best practices in Event or Venue resource management. The award will be presented to Monterey Peninsula Foundation for the AT&T Pebble Beach National Pro-Am on August 5th at the annual California Resource Recovery Association conference held at the Fairmont Hotel in San Jose, California.

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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 mobile broadband 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® 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® magazine.

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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 Nature Valley 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 its inception in 1937 the AT&T Pebble Beach National Pro-Am has generated more than \$120 million for charity. www.montereypeninsulafoundation.org

About the PGA TOUR

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The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, Champions Tour, Web.com Tour, NEC Series-PGA TOUR Latinoamérica, PGA TOUR Canada and PGA TOUR China.

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 the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 225 countries and territories in 32 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2013, tournaments across all Tours generated more than \$134 million for local and national charitable organizations and in early 2014 the TOUR's all-time charitable contributions surpassed \$2 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

About the Council for Responsible Sport

Our vision is a world where responsibly produced sports events are the norm. Our mission is to provide objective, independent verification of the socially and environmentally responsible work event organizers are doing, and to actively support event organizers who strive to make a difference in their communities. The current version of the Council's Certification standards (v.4.1) was developed by an outside working group of both sustainability and sport industry experts, reviewed by a wide range of stakeholders throughout 2013 and implemented in January 2014. www.CouncilforResponsibleSport.org

About Pebble Beach Company

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts, including The Lodge at Pebble Beach, The Inn at Spanish Bay and Casa Palmero. The company also operates four world-renowned golf courses: Pebble Beach Golf Links, Spyglass Hill Golf Course, The Links at Spanish Bay and Del Monte Golf Course. Its other famed properties include the scenic 17-Mile Drive and The Spa at Pebble Beach, and it annually hosts premier events such as the Pebble Beach Concours d'Elegance, the AT&T Pebble Beach National Pro-Am, the Callaway Pebble Beach Invitational, the Pebble Beach Food & Wine event and the Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open, Pebble Beach Golf Links has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments. www.pebblebeach.com.

About Monterey Peninsula Country Club

Monterey Peninsula Country Club (MPCC) is a private Member-owned club spanning over 400 acres in the Del Monte Forest with nearly two miles of coastline golf. The Club boasts two top-rated, championship golf courses, The Shore Course designed by the late golf course architect Michael Strantz, (2004) and the Dunes Course, most recently renovated by Rees Jones, (1998) as well as multiple dining venues and a health and wellness center. The Club was founded in 1925 and is enjoyed today, by over 1,000 Member families from across the globe.

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