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Toby Keith To Make Debut AT&T Pebble Beach Pro-Am Feb. 8-14

Monterey, California, November 5, 2015 – Songwriters Hall of Fame singer/songwriter Toby Keith will make his debut appearance in the 2016 AT&T Pebble Beach Pro-Am. Keith will join the world’s best tour professionals and a star-studded celebrity field when they return to play three Monterey Peninsula golf courses the week of Feb. 8-14.

“We are thrilled that Toby Keith is joining us,” said Steve John, Monterey Peninsula Foundation CEO and tournament director. “He is a tremendously popular superstar who is certain to be an instant attraction.”

Keith is going to be paired with his friend Steve Stricker, a 12-time PGA TOUR winner who is returning to the AT&T Pebble Beach Pro-Am for the first time since 2006. Stricker’s most recent appearance at Pebble Beach was for the 2010 U.S. Open Championship.

“Enhancing our field with new players like Toby Keith and getting TOUR stars like Steve Stricker to come back ensures the tournament experience stays fresh for both the spectators and the competitors,” John said.

Keith is a passionate golfer who owns his own golf course, the Belmar Golf Club, near his home in Oklahoma. He plays virtually every day and carries roughly a 13 handicap index. His wife Tricia Covell, also is an avid golfer who this year launched her own line of luxury women’s golf apparel.

Keith’s annual golf tournament raised \$1.2 million this year alone for the Toby Keith Foundation, which supports pediatric cancer patients and their families at the Oklahoma University Medical Center. Stricker has played in the tournament and is a supporter of the Toby Keith Foundation.

Keith, whose albums have sold more than 40 million copies, was inducted this summer into the Songwriters Hall Of Fame. His list of honors is long: three-time BMI Country Songwriter/Artist of the Year; American Country Awards' Artist of the Decade; Billboard's No. 1 Country Artist of the Decade and No. 1 Country Songwriter of the Decade. His tours have drawn more than one million fans each year for the past decade.

Tickets for the 2016 AT&T Pebble Beach Pro-Am – to be played at Pebble Beach Golf Links, Spyglass Hill Golf Course and the Monterey Peninsula Country Club's Shore Course – are now available. They are a popular holiday stocking stuffer and priced at a discount when purchased by Feb. 6, 2016:

- Practice Ticket (valid three days, Monday through Wednesday) \$60
 - Includes admission to the popular Chevron Shoot-Out between the San Francisco Giants and the San Francisco 49ers (Tuesday, Feb. 9) and the 3M Celebrity Challenge (Wednesday, Feb. 10).
- Single Day Ticket (valid one day, Thursday through Sunday) \$60
- Weekly Badge (valid Monday through Sunday) \$150
- Children 12 and under free with ticketed adult
- All active reserve and retired military, veterans and National Guard may register for up to four complimentary Single Day Tickets.

Other ticket packages and sponsorships are available. For more information and to view the tournament week schedule, visit www.attpbgolf.com. Tickets may also be purchased through the tournament box office, 800-541-9091 (toll free) or 831-644-0333 (local) weekdays during business hours.

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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 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, Santa Cruz, and San Benito counties. In the 2014/2015 fiscal year, MPF donated \$9.2 million dollars to local organizations.

www.montereypeninsulafoundation.org; www.thefirstteeopen.com; www.attpbgolf.com.

About Toby Keith

From his first No. 1 smash "Should've Been A Cowboy" to his new album 35 mph Town, Toby Keith has been one of the most consistent self-directed hit makers of his era. From one of his previous collections, Clancy's Tavern, the lead single, "Made In America," topped the charts as one of the fastest rising songs in a long line of chart burners from Keith's pen. The second hit, "Red Solo Cup," has become the most remarkable and commercially successful country single in recent memory with a viral video with more than 30 million views while having topped the top downloaded country songs charts. The first single from 35 mph Town, "Drunk Americans," debuted at No. 1 Most Added on both the Billboard and Country Aircheck/Mediabase charts; while the current single, "Beautiful Stranger," which has already gained critical acclaim, launches at radio.

At the core of Toby's unparalleled success is his songwriting, which has powered an astounding succession of hit songs to the tune of more than 87 million BMI performances on commercial radio stations worldwide. This summer Toby was inducted in to the Songwriters Hall Of Fame in New York City, and he has been honored by the Nashville Songwriters Association International with its Songwriter/Artist of the Decade distinction, is a three-time BMI Country Songwriter/Artist of the Year and was named the American Country Awards' Artist of the Decade. His albums have sold more than 40 million copies, ranking him among the top-selling all-genre artists on Billboard's

Top 200 Artists of the Decade. Keith is also Billboard's No. 1 Country Artist of the Decade and No. 1 Country Songwriter of the Decade. His tours, including 2014's Shut Up And Hold On Tour, long sponsored by Ford Trucks, have drawn more than one million fans each year for the last decade. This year's Good Times & Pick Up Lines Tour presented by Ford F-Series kicked off on May and continues through the rest of this year. But Toby's most rewarding experiences, as exhibited in his continual devotion to them, come from giving back. Whether it's helping sick children and their families in his native Oklahoma through the Toby Keith Foundation and their cost-free home, OK Kids Korral, or supporting US Troops including 11 USO Tours throughout the world, Keith has never lost touch with the most important things in life.