

On The PGA TOUR, Fans Give Back Just By Watching

(NAPSA)—This season, as fans watch Tiger, Phil, Ernie and Vijay battle it out on the golf links, they'll be helping to make history at the same time.

The PGA TOUR hit the road this year with the biggest professional sports charity campaign ever, aimed at reaching the \$1 billion milestone in charitable giving.

The TOUR holds the distinction of being the only pro sports league designed to donate its net proceeds to local charities—which means corporate sponsor support and most of the money spent by spectators at tournaments goes directly back to the community.

Through the Drive to a Billion campaign, the TOUR is celebrating this spirit of giving back that has led to seven decades of good works in well over 100 communities across all three of its professional golf Tours—the PGA TOUR, Champions Tour and Nationwide Tour. Tournaments partner with more than 2,000 charities—from hospitals and youth development organizations, to growth-of-game programs and food banks.

“Everyone who has ever attended or been involved with a PGA TOUR tournament can take pride in knowing that his or her ticket purchases and donations of time and money have directly benefited people in need in their communities,” said PGA TOUR Commissioner Tim Finchem. “The PGA TOUR’s mission is rooted in giving back and we look forward to celebrating this memorable milestone with the tournaments, fans, players and sponsors who support us in each town we visit.”

In addition to Drive to a Billion promotions and festivities at tournaments, the TOUR established “Giving Back Day,” where golfers



Pro golf is helping charities gain a lot of green.

and their wives participate in community service activities to honor longtime charity partners. Also, as a tribute to the TOUR’s first recorded donation of \$10,000 made nearly seventy years ago, a ceremonial tee shot is being hit at all TOUR events this season with a special antique 1938 driver—a torch for the campaign as it travels the country.

Fans also can participate in the campaign at www.pgatour.com/charity, where they can purchase a special edition Drive to a Billion pin or a “ChariTee” Beanie Baby—the first Beanie Baby that Ty Inc. has developed with a pro sports organization solely to raise money for charity.

Amazingly, the TOUR relies on more than 80,000 volunteers of all ages each year to help run its events. For volunteer opportunities, log onto www.pgatour.com, and contact the tournament nearest you.

The TOUR reached the \$500 million mark in 1999 and has been focused on increasing donations significantly every year. Thanks to the success and popularity of the sport of golf, the PGA TOUR and its tournaments will reach the \$1 billion milestone by giving the second \$500 million in just seven years.