

PGA TOUR kicks off “Golf Fore Groceries” national food drive

*TOUR partners with Feeding America to help Americans
in need as part of United We Serve initiative*



Together, anything's possible.

PONTE VEDRA BEACH, FL

Aug. 18, 2009

Today the PGA TOUR launches its “Golf Fore Groceries” national food drive to help combat hunger in America. In supporting the White House’s United We Serve initiative, the TOUR will host food drives this week through September 7 across its national TPC Network and tournaments on the PGA TOUR, Nationwide Tour and Champions Tour. In addition, the TOUR and Feeding America, one of the nation’s top hunger-relief charities, have partnered to develop a virtual food drive at www.feedingamerica.org/pgatour.

“The PGA TOUR is proud to support United We Serve through this TOUR-wide Golf Fore Groceries initiative,” said PGA TOUR Commissioner Tim Finchem. “As with any project of this nature, it’s really our tournaments, volunteers and fans who make the impact on communities possible. We’re glad to provide this platform and generate much-needed food and dollars for our neighbors in need.”

While the TOUR has been advertising its support of United We Serve since the initiative’s debut in late June, it has also created TV PSAs, radio spots and Web banners unveiled today to encourage fans to participate in the Golf Fore Groceries effort. The TOUR has also devoted a Web page dedicated to the effort, www.PGATOUR.COM/serve, and is promoting Golf Fore Groceries in the social media sphere on Facebook and Twitter.

Each tournament has a unique promotional plan in place to reach out to people in the local community. While some tournaments are offering free admission with a donation, others are hosting additional events, such as the “Healthy Packs” program sponsored by the PGA TOUR Wives Association and State Street during the Deutsche Bank Championship. The TOUR Wives will fill 1,000 reusable grocery bags with healthy snacks donated by Stop and Shop to benefit school children in the Fall River, Mass., area.

In a local TV PSA produced by PGA TOUR Productions, PGA TOUR player Brad Faxon and his wife Dory Faxon urge locals to, “...join us in answering the call [to service] by bringing your canned and non-perishable food items to the Deutsche Bank Championship.”

The TPC Network will feature a variety of events and promotions to engage club members, guests and employees. From offering happy hour specials with a donation to holding golf-a-thons to raise money, the clubs have developed exciting ways to support the Golf Fore Groceries campaign. The involved clubs have also agreed to a competition among one another to see which club can collect the greatest amount of food and money.

Participating tournaments and TPCs include the following:

- PGA TOUR – Wyndham Championship, The Barclays, Deutsche Bank Championship
- Nationwide Tour – Christmas is October Classic, Northeast Pennsylvania Classic
- Champions Tour – JELD-WEN Tradition, Boeing Classic, Walmart First Tee Open at Pebble Beach
- TPC Network – TPC Boston, TPC Craig Ranch, TPC Deere Run, TPC Jasna Polana, TPC Las Vegas, TPC Louisiana, TPC Potomac at Avenel Farm, TPC River Highlands, TPC River’s Bend, TPC San Francisco Bay at Stonebrae, TPC Sawgrass, TPC Scottsdale, TPC Southwind, TPC Sugarloaf, TPC Summerlin, TPC Twin Cities, TPC Wakefield Plantation.

PGA TOUR

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As part of the virtual food drive, fans can fill an on-line refrigerator with groceries and then make a donation equal to that amount of money. For every dollar donated, Feeding America can provide seven meals for a family in need. Fans have the option to connect their pledge to one of the tournaments or TPC Network of Clubs listed above.

“The economy has sent shockwaves through households across the country, challenging food banks to keep up with rising demand,” said Vicki Escarra, President and CEO of Feeding America. “Due to the efficiency of Feeding America’s network of food banks, making a donation to Feeding America is the best way to make the biggest impact in the fight against hunger. With one in eight Americans struggling with the issue of hunger, this campaign is a phenomenal way for people across the country to get involved with a national issue on a local level.”

Further information can be found on www.PGATOUR.COM/serve or www.feedingamerica.org/pgatour.

About the PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to expand the PGA TOUR domestically and internationally so as to substantially increase player financial benefits while maintaining our commitment to growth in charity and integrity to the game. In 2009, the three Tours will compete in 102 events for more than \$350 million in prize money. Tournaments will be held in 10 countries outside the U.S. and in 35 states.

In addition to providing competitive opportunities for its membership, TOUR events also generate significant funds for local charities. In fact, the three Tours have surpassed the \$1 billion mark in overall charitable contributions. The PGA TOUR’s web site address is www.PGATOUR.com, and the company is headquartered in Ponte Vedra Beach, FL.

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