



PEBBLE BEACH COMPANY

THE STANLEY CUP TROPHY TO MAKE APPEARANCE ON JULY 4TH AT PEBBLE BEACH TO BENEFIT THE FIRST TEE OF MONTEREY COUNTY

The public is invited to have a commemorative photo taken with one of the world's most historic trophies on golf's most timeless course

PEBBLE BEACH, Calif. (June 27, 2011) – In celebration of our national holiday and to kick-off the eighth annual Nature Valley First Tee Open at Pebble Beach, Pebble Beach Company and Monterey Peninsula Foundation welcome the National Hockey League's Stanley Cup trophy on July 4th on the lawn adjacent to the 18th hole at Pebble Beach Golf Links. On display from 3:30PM – 6:00PM, the general public is invited to have a commemorative photo taken with the trophy for a \$20 donation per image. All proceeds will go to The First Tee of Monterey County. Gate fees into Pebble Beach will be waived.

The event begins an exciting week of family fun, unparalleled golf and charitable giving as California's Monterey Peninsula welcomes golf's greatest legends to the 2011 Nature Valley First Tee Open at Pebble Beach. Taking place July 5–10 on the world-famous Pebble Beach Golf Links and Del Monte Golf Course, the event pairs Champions Tour players with 78 of the game's brightest junior players and 156 amateurs from around the world. The event serves as an international showcase for The First Tee, an initiative to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf.

Established in 1893, the Stanley Cup stands nearly three feet high and weighs more than 30 pounds. Unlike most awards in professional team sports, it is engraved with the names of all the winning players and coaches. A special thanks to Boston Bruins owner Jeremy Jacobs, a participant in the 2011 Nature Valley First Tee Open, for bringing the Stanley Cup to Pebble Beach to help kick off this year's event.

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 the AT&T Pebble Beach National Pro-Am came to the Monterey Peninsula in 1947, over \$93 million has been raised for charity. In 2004 the Nature Valley First Tee Open at Pebble Beach was introduced to serve as a showcase for The First Tee whose global mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf.

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 Golf 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.

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