



PEBBLE BEACH  
COMPANY

**NATURE VALLEY NAMED NEW TITLE SPONSOR OF  
THE FIRST TEE OPEN AT PEBBLE BEACH**

*The 2011 Nature Valley First Tee Open at Pebble Beach will be held in early July*

**PEBBLE BEACH, Calif. (March 9, 2011)** – The PGA TOUR’s Champions Tour, The First Tee and Monterey Peninsula Foundation announced Monday that Nature Valley, a General Mills brand, will be the new title sponsor for the annual tournament at Pebble Beach. Traditionally held Labor Day weekend, this year’s Nature Valley First Tee Open at Pebble Beach moves to July 8–10.

Entering its eighth year, this unique event features The First Tee participants and amateurs competing side-by-side with Champions Tour players at the renowned Pebble Beach Golf Links and Del Monte Golf Course. The Nature Valley First Tee Open at Pebble Beach serves as a showcase for The First Tee, a youth development organization dedicated to impacting the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through-golf.

“The Champions Tour is thrilled to welcome General Mills and its Nature Valley brand as title sponsor of the Nature Valley First Tee Open at Pebble Beach,” said Mike Stevens, President of the Champions Tour. “This is one of our players’ favorite events, showcasing the best of the Champions Tour and outstanding young people from The First Tee program.”

“Nature Valley is pleased to continue its long-standing relationship with the PGA TOUR and provide support for The First Tee event,” said Jon Nudi, President, General Mills Snacks Division. “We are also very excited to expand our relationship with The First Tee and help them advance their terrific initiatives.”

The 2011 Nature Valley First Tee Open at Pebble Beach will air on Golf Channel all three days. Ted Schulz is the defending champion, claiming his first career victory on the Champions Tour at Pebble Beach last year. Past champions include major championship winners Hale Irwin, Jeff Sluman, Craig Stadler and Scott Simpson.

“This tournament has been an incredibly important vehicle for The First Tee over the years, both in terms of creating an occasion for some of our most deserving participants to earn an opportunity of a lifetime, and the stage it provides to share participant stories and the mission of The First Tee,” said Joe Louis Barrow, Jr., CEO of The First Tee. “We are delighted that Nature Valley will come in as a multiyear title sponsor of the event, and thank them for their commitment to the event and to The First Tee. We’ve had the pleasure of working with them in years’ past and are excited to have this partnership as we launch our Nine Healthy Habits program curriculum.”

“Nature Valley is a perfect fit for The First Tee Open at Pebble Beach,” stated Monterey Peninsula Foundation Vice Chairman Peter Ueberroth. “The folks at General Mills care about wholesome, healthy kids as much as we do and they embrace the Core Values that The First Tee is instilling in the next generation ... as well as the new *Nine Healthy Habits* initiative.”

“We are thrilled they have decided to support this event and we look forward to a successful partnership well into the future,” added Board Chairman Clint Eastwood.

The tournament sponsorship expands Nature Valley's involvement with the PGA TOUR. An official marketing partner of the PGA TOUR since 2000, Nature Valley is the "Official Natural Energy Bar of the PGA TOUR, Champions Tour and Nationwide Tour." Since entering the marketing partnership, Nature Valley has expanded its involvement through PGA TOUR-themed promotions, sampling opportunities at more than 35 tournaments and other PGA TOUR-related outlets each year, the PGA TOUR Caddy Hat Program and, most recently, the introduction of the "Nature Valley Amateur," a series of national amateur golf events at 20-plus of the TOUR's TPCs.

For more information or to purchase tickets for the Nature Valley First Tee Open at Pebble Beach, please visit <http://www.thefirstteeopen.com/>.

### **About General Mills**

One of the world's leading food companies, General Mills operates in more than 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Yoplait, Cascadian Farm, Muir Glen, and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2010 global net sales of US\$16 billion, including the company's \$1.2 billion proportionate share of joint venture net sales.

### **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 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 \$86 million has been raised for charity. In 2004 the 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 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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