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The Principal Charity Classic Awards \$605,000 to Local Charities

(Des Moines, Iowa) – Representatives of The Principal Charity Classic today announced the 2008 tournament raised \$605,000 to benefit area children’s charities. The Champions Tour tournament was held at Glen Oaks Country Club in West Des Moines on May 28 – June 1. The annual event is sponsored by the Principal Financial Group® and presented by Wells Fargo.

“The 2008 Principal Charity Classic was a tremendous success and we’re very gratified by the level of support for the children’s charities, especially in the face of unique challenges, namely economic uncertainty and a series of spring storms. A special thanks goes to our spectators, players, volunteers and sponsors for their commitment,” said J. Barry Griswell, chairman of the Principal Financial Group and acting president of the Community Foundation of Greater Des Moines.

The bulk of the \$605,000 in funds raised during the 2008 Principal Charity Classic will be distributed equally to five non-profit organizations specifically benefiting children. These charities that work “FORE Our Kids” are:

- Blank Children’s Hospital
- BRAVO
- The Community Foundation of Greater Des Moines (tournament host organization)
- United Way of Central Iowa
- Variety – The Children’s Charity

The grand total of \$605,000 in charitable contributions also includes more than \$78,000 raised as part of the first annual “Birdies for Charity” program, which asked for pledges from individuals. Principal Charity Classic representatives announced today that 100 percent of those funds will go to an additional 60 area non-profit organizations. In addition, \$27,000 in contributions raised will also benefit a number of charity partners that provided onsite services during The Principal Charity Classic.

Two of the “FORE Our Kids” charity organizations were onsite during today’s announcement to demonstrate how the tournament funds are used to benefit kids.

The Des Moines Health Center and United Way of Central Iowa hosted tours of the “Smile Squad” – a mobile dental clinic that provides onsite dental services at area schools and selected sites using a custom built RV equipped with two state-of-the-art exam/treatments rooms. The “Smile Squad” provides dental care to children who might not otherwise have access to professional services.

Also onsite was Blank Children’s Hospital’s Fire Safety House, a mobile fire safety education tool that, with the assistance of fire fighters and trained volunteers, teaches life-saving procedures to children including how to crawl low under smoke, use a fire escape ladder and call 911.

“Programs like the Smile Squad and the Fire Safety House exemplify why we sponsor The Principal Charity Classic,” said Larry Zimpleman, CEO of the Principal Financial Group. “It’s all about the kids. They serve as the inspiration behind the ‘FORE Our Kids’ fundraising initiative. Building on this year’s success, we all look forward to next year’s tournament and working together to continue to improve the lives of the children in our community.”

The Greater Des Moines Convention and Visitors Bureau estimates The Principal Charity Classic generated a direct economic impact of \$3.8 million for the region, including increased business for area hotels, restaurants, shopping and other entertainment venues.

Twenty-seven of the top 30 Champions Tour players participated in the 2008 Principal Charity Classic, with more than 64,000 people attending (up from 60,000 in 2007) and some 1,300 volunteers providing support.

The 2009 Principal Charity Classic is scheduled for May 27-31 at Glen Oaks Country Club in West Des Moines. For more information about The Principal Charity Classic, visit www.principalcharityclassic.com.

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