



**The Principal  
Charity Classic®**

Presented by **WELLS FARGO**



**The Principal Charity Classic**  
June 1 – 6, 2010 | Glen Oaks Country Club  
[www.principalcharityclassic.com](http://www.principalcharityclassic.com)

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## **PRINCIPAL CHARITY CLASSIC EXTENDS GLEN OAKS COUNTRY CLUB CONTRACT THROUGH 2012**

### *Contract Extension Coincides with Principal Financial Group Sponsorship Renewal*

(DES MOINES, IA) – The Principal Charity Classic will remain at Glen Oaks Country Club through 2012. The contract with the West Des Moines, Iowa, country club was extended to coincide with the renewal of the Principal Financial Group® sponsorship of the tournament, which also runs through 2012.

“We consistently receive great feedback from players and spectators about Glen Oaks Country Club. They’ve been a wonderful host for The Principal Charity Classic over the past three years, and we’re very pleased that this successful partnership will continue through 2012,” said Mary O’Keefe, senior vice president and chief marketing officer, The Principal®.

“The Principal Charity Classic is an important event for the whole Des Moines community,” said J. Barry Griswell, president of the tournament’s host charity, the Community Foundation of Greater Des Moines. “In just three short years, the tournament has donated more than \$1.7 million to children’s charities right here in central Iowa. It also brings an estimated economic impact of \$20 million. Glen Oaks helps us make all that possible.”

“Glen Oaks Country Club is among the best in the Midwest, and their facilities and staff are top-notch. That, along with the enthusiastic support from the fans here in Iowa, makes a great impression on PGA Champions Tour players,” said Jamie Alt, tournament director.

“We are very happy to continue as the host club for The Principal Charity Classic for the next two years. It’s a tremendous compliment to our golf course and club. We’re also very proud to be associated with The Principal Charity Classic and to support their many contributions to local children’s charities,” said Bill Kirkendall, general manager of Glen Oaks Country Club and CEO Golf Resources, Inc.

### **About The Principal Charity Classic**

The Principal Charity Classic brings the PGA Champions Tour pro golf tournament to Des Moines. The tournament will be played at Glen Oaks Country Club in West Des Moines, Iowa, June 1 – June 6, 2010. Over the last three years, The Principal Charity Classic raised \$1.7 million for local children’s charities. The tournament also brings \$10 million – \$20 million in direct community impact to the Greater Des Moines area.

Hosted by the Community Foundation of Greater Des Moines, event monies raised will benefit “Fore Our Kids,” a group of five select charities that support Iowa’s children. The five charities are Blank Children’s Hospital; Bravo Greater Des Moines; Community Foundation of Greater Des Moines; United Way of Central Iowa; and Variety—The Children’s Charity of Iowa.

To benefit even more central Iowa kids, The Principal Charity Classic sponsors Birdies for Charity, an additional fundraising effort to supplement tournament-generated proceeds. One hundred percent of the funds generated through the Birdies for Charity program will go to participating organizations. For more information on the charities and the tournament, visit [www.principalcharityclassic.com](http://www.principalcharityclassic.com).

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