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Contact: John Marovich, Bruno Event Team, 205-602-8291, john@brunoeventteam.com

The Principal Charity Classic® Announces New Tournament Director

(Birmingham, AL)- Bruno Event Team announced today that Jamie Alt will be the new Tournament Director for The Principal Charity Classic presented by Wells Fargo. Alt will oversee the Champions Tour event in Des Moines, IA starting November 1.

“We are thrilled to have Jamie join our team. He brings an extensive sales and marketing background to this already successful tournament. He will be responsible for the day-to-day management of The Principal Charity Classic,” said John Marovich, Vice-President of the Golf Division for Bruno Event Team. “His experience and knowledge of creating wonderful community events will be an ideal fit for the greater Des Moines community.”

Alt joins Bruno Event Team with a great deal of experience in golf tournament management. Since 2002 he has served as the tournament director of the Cox Classic in Omaha, NE. The event is widely regarded as one of the premier stops on the Nationwide Tour. The Nebraska native will be relocating to Des Moines with his wife Kristi and their three daughters.

The Principal Charity Classic presented by Wells Fargo recently announced it raised \$605,000 for local children’s charities in 2008. This brings the two-year total to more than \$1,000,000.

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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