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## LEGENDS RENO-TAHOE OPEN PARTNERS WITH TAHOE CREAMERY TO OFFER TOURNAMENT TICKET DISCOUNTS

RENO, Nev. (July 20, 2009) – The Legends at Sparks Marina Reno-Tahoe Open announces a tempting new partnership for the 11<sup>th</sup> annual tournament – one that benefits area golf fans on *and* off the course. With the purchase of any pint of coffee or chocolate Tahoe Creamery ice cream bearing the Legends Reno-Tahoe Open logo, the region's only PGA TOUR event offers patrons a \$5 discount on tickets to the tournament, held Aug. 3 - 9. Golf fans need simply to purchase a pint and bring the empty container to the ticket booth at the Legends Reno-Tahoe Open at Montréux Golf & Country Club to redeem a discounted ticket.

"We're very excited to be partnering with the Legends Reno-Tahoe Open," said Greg Hoch, owner of Tahoe Creamery. "They're a very community-oriented organization, as are we, and we look forward to working together to help encourage attendance at the tournament so that they can continue supporting those who do such good work for others."

Tahoe Creamery discounts are available on "Good Any Day" tickets purchased at the admission gate to the tournament located in the public parking lot behind the Truckee Meadows Community College campus on Wedge Parkway. Shuttle service is available from the public parking area at Mt. Rose Highway and Wedge Parkway to the tournament entrance and tournament play takes place Thursday, Aug. 6 – Sunday, Aug. 9. The Tahoe Creamery discount may not be combined with other offers.

"Tahoe Creamery is a small, family-focused business that values the same things that we here at the Legends Reno-Tahoe Open do – quality, community and purity," explained Michael Stearns, Legends Reno-Tahoe Open tournament director. "While they focus those values on creating top-notch ice cream and we on top-notch golf, we both use those products as a vehicle to help others. And we're proud to partner with anyone who continually seeks to make our community a better place to live, work and play."

For more information on this year's Legends at Sparks Marina Reno-Tahoe Open, including ticket sales, volunteer and sponsorship opportunities, visit [www.LegendsRenoTahoeOpen.com](http://www.LegendsRenoTahoeOpen.com) or contact the tournament office at 775-322-3900.

*The 11<sup>th</sup> annual Legends at Sparks Marina Reno-Tahoe Open, an official PGA TOUR event, takes place Aug. 3 – 9, 2009 at Montréux Golf & Country Club in Reno, Nev. As the PGA TOUR's only summer West Coast venue, the tournament is a regular full-field stop on the TOUR schedule and is part of the FedExCup series, a points competition for PGA TOUR professionals. The nationally-televised tournament brings in millions of dollars in coverage for the Reno-Tahoe region through its affiliation with The Golf Channel as it follows 132 PGA TOUR professionals competing for a share of the tournament's \$3 million purse. The Legends Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation comprised of its members including RED Development's The Legends at Sparks Marina, Eldorado Hotel Casino, EMPLOYERS, Montréux Development Group, NV Energy, and Reno-Tahoe, America's Adventure Place.*

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