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LEGENDS AT SPARKS MARINA RENO-TAHOE OPEN SEEKS COMMUNITY LEADERS TO HEAD DRIVERS INITIATIVE

RENO, Nev. (April 8, 2008) – The Legends at Sparks Marina Reno-Tahoe Open, commemorating its 10th anniversary this July 28 – Aug. 3 at Montréux Golf & Country Club, is revitalizing The Drivers program, seeking out community leaders who can help garner support for northern Nevada's only PGA TOUR event. Originally formed in 2005, The Drivers hosts a reception Thursday, April 10 at 5 p.m. at Jones Vargas law firm, to provide prospective members with information on the initiative and the benefits of participating, such as spots in the Pro-Am tournament, VIP access during tournament week and Legends Reno-Tahoe Open apparel.

"The mission of The Drivers is two-fold," said Chairman John Sande III. "To raise funds for the Tournament so that we can continue to support northern Nevada charities, and to drive community support and establish long-standing relationships that will benefit and help grow the event for years to come."

Leading up to this summer's tournament, The Drivers will strive to raise funds and develop strategic relationships in order to help the Legends Reno-Tahoe Open continue supporting non-profit organizations in northern Nevada. Since 1999, the tournament has contributed in excess of \$1.5 million to charities around the region such as First Tee of Northern Nevada, Children's Cabinet, YMCA of the Sierra and the Boys & Girls Club of Truckee Meadows.

For information about The Drivers, this year's tournament and sponsorship opportunities, contact The Legends at Sparks Marina Reno-Tahoe Open office at 775-322-3900 or visit www.LegendsRenoTahoeOpen.com.

The Legends Reno-Tahoe Open, an official PGA TOUR event, celebrates its 10th anniversary July 28 – Aug. 3, 2008 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 region through its affiliation with The Golf Channel and follows the 132 PGA TOUR professionals competing for a share of the \$3 million purse. The Legends Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation comprised of its members including Eldorado Hotel Casino, EMPLOYERS, Montréux Development Group, RED Development, LLC, Reno-Tahoe, America's Adventure Place and Sierra Pacific Resources.

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