



FOR IMMEDIATE RELEASE

CONTACT: Betsy McDonald, 775-784-9400 x 119
betsy@thebausermangroup.com
Brian Robin, 818-462-5610
brian@bzapr.com
Michael Stearns, 775-322-3900
michael@legendsrenotahoeopen.com

MONTRÉUX CARES BRINGS FIRST TEE KIDS OUT TO PLAY WITH THE PROS DURING LEGENDS RENO-TAHOE OPEN JULY 28

RENO, Nev. (July 2, 2008) – Montréux Cares, a group of Montréux ladies members dedicated to educating and providing charitable assistance to seniors, adults and children in the local community, offers kids a chance to learn from PGA TOUR pros during its First Tee Day at the Legends at Sparks Marina Reno-Tahoe Open, July 28. The First Tee Day at the Legends Reno-Tahoe Open is a new and exciting special event for up to 30 participants of The First Tee of Northern Nevada who have completed essays on one of The First Tee's nine core values of judgment, integrity, responsibility, respect, courtesy, confidence, sportsmanship, perseverance and honesty.

The First Tee Day at the Legends Reno-Tahoe Open begins at 9:30 a.m. Monday, July 28 at Montréux Golf & Country Club and features a demonstration by three PGA TOUR players: Jay Delsing, president of the First Tee of St. Louis; Steve Pate; two-time Ryder Cup participant and six-time winner on the PGA TOUR; and Reno local Scott McCarron, boasting three PGA TOUR victories. Other activities throughout the day include an appearance by 18-year-old Michelle Wie, lunch hosted by Montréux Cares, golf clinics and etiquette instruction.

"We are very pleased and thankful that the Legends Reno-Tahoe Open and Montréux Cares made this day possible," said Liza Schumacher, executive director of The First Tee of Northern Nevada. "The young people who were selected to participate in this event exemplify The First Tee Nine Core Values. And for many, the opportunity to spend the day at Montréux Country Club and meet and watch PGA TOUR players is unlike any experience they have ever had."

"We're very happy to be hosting the First Tee Day at the Legends Reno-Tahoe Open," said Lisa Cybulski of Montréux Cares. "This is a very exciting time for the kids and for us, as it's events like these that help us in achieving our mission as well as the mission of the First Tee to empower kids to dream, establish goals, build self esteem and create a sense of community, helping them grow up to be adults who have a passion for life, a clear sense of direction and a desire to help others."

Reno-Tahoe Foundation board member and past president of First Tee of Northern Nevada, Bob Sader remarked, "The Legends Reno-Tahoe Open and The First Tee are unified in the effort to grow the game of golf. The partnership between The First Tee of Northern Nevada and the Legends Reno-Tahoe Open benefits both organizations by providing affordable and accessible golf to all young people in our community, including those from low and moderate income families. Through golf, young people discover that not only is golf a sport of a lifetime, it is in itself a lesson in life."

All entrants must be actively enrolled in The First Tee of Northern Nevada. For complete rules, visit www.iftnn.org.

The First Tee of Northern Nevada is a 501(c)3 non-profit organization that teaches young golfers life skills including honesty, respect, confidence and sportsmanship through the game of golf. Created in 2005 by the

Northern Nevada Youth Golf Foundation, The First Tee of Northern Nevada will never turn a child away because of inability to pay.

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 or contact the tournament office at 775-322-3900.

The Legends at Sparks Marina 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 West Coast summer 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 as it follows 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.

###