



Presented by Monroe County Sports Commission and visitrochester.com

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**Xerox Classic Announces TICKETS Fore CHARITY Program:
First Time Fundraising Opportunity for Local Charities**



(Rochester, N.Y.) – Up-and-coming PGA TOUR professionals on the Nationwide Tour swing into Rochester for the 4th annual Xerox Classic August 11-17, 2008, at Irondequoit Country Club. The Xerox Classic presented by Monroe County Sports Commission and visitrochester.com, in conjunction with ESL Federal Credit Union, is launching an exciting new fundraising program for local charities.

The TICKETS Fore CHARITY Program invites all local 501-(C) 3 organizations to sell weekly grounds passes to the Xerox Classic, keeping an incredible 100% of the monies taken in by the sale of those tickets. Rarely does a fundraising program enabled charities to keep 100% of the proceeds. With their one goal of 'Giving Back', the PGA TOUR, Champions Tour, and Nationwide Tour events have helped over 2,000 charities nationwide, and in turn have touched millions of lives.

By serving the needs of the Rochester community, the Xerox Classic will support an array of local organizations. Any and all non-profit organizations can participate in this fundraiser by going to www.xeroxclassic.com and filling out the "Count Me In" form. Anyone interested in supporting one of these participating charities can purchase tickets directly through the individual charity, or online at www.xeroxclassic.com.

The following charities already signed on are: American Cancer Society, ARC of Monroe County, Beamer Hughes Foundation, CURE Childhood Cancer Association, Easter Seals of NY, Gilda's Club of Rochester, Humane Society at Lollypop Farm, James P. Wilmot Cancer Center, Lifetime Care, The National Kidney Foundation, Park Ridge Free Methodist Church, RBTL Education

Programs, Rochester Area Crime Stoppers, The Salvation Army, Sojourner Hall for Women Inc., and the YMCA of Greater Rochester. Support your favorite charity by purchasing tickets to the Xerox Classic, where you'll get to see some of the best golfers in the world compete.

So 'Get in on the Action' – not only will you get to see the PGA TOUR "Stars of Tomorrow," but you will make a difference in the lives of many, right here in your own neighborhood.

For sponsorship and volunteer information, contact the tournament office at (585) 325-7760 ext. 3226 or visit www.xeroxclassic.com.

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About the Nationwide Tour

Owned and operated by the PGA TOUR, the Nationwide Tour is in its 16th season in 2005, but its third with Nationwide serving as the umbrella sponsor. The 2005 season will consist of 31 events played in the United States, Canada, Australia, New Zealand and Panama. Purses will total approximately \$16 million this year. The Top 20 money winners on the season will automatically earn playing privileges on the 2006 PGA TOUR. The Tour is headquartered in Ponte Vedra Beach, FL, and its web site is www.PGATOUR.com.

About Nationwide

Nationwide, one of the world's leading insurance and financial services companies is headquartered in Columbus, OH. The company is in its third year as the umbrella sponsor of the Tour. Nationwide, which offers a broad range of personal and commercial insurance and retirement-savings products, is the country's fourth-largest homeowner and the fifth-largest auto insurer based upon premiums written. The company's web site is www.nationwide.com.

About Xerox

Xerox Corporation makes the digital work world work better with an array of innovative document solutions, services and systems -- including color and black-and-white printers, digital presses, multifunction devices and digital copiers -- designed for offices and production-printing environments. It also offers associated supplies, software and support. More information is available at www.xerox.com.

Greater Rochester Visitors Association, Inc. and Monroe County Sports Commission

The Visitors Association is an association of members working to bring more visitors to the Greater Rochester area. It is Monroe County's official "Tourism Promotion Agency," or TPA. Since 1932 it is the only local organization officially charged with promoting Rochester and Monroe County as a visitor destination. The Monroe County Sports Commission (MCSC) is a private, non-profit, 501c(3) corporation whose goal is to bring organized sporting events of all kinds for all ages to Rochester, New York. MCSC actively solicits amateur championships, sports related clinics and conventions. MCSC and the Greater Rochester Visitors Association work together to assure that your visit will be a memorable one. Our experience in event planning, sponsorships, public relations and hospitality services can help make your event a complete success. www.visitrochester.com – www.monroecountysports.org.

About ESL Federal Credit Union

Founded by George Eastman in 1920, ESL Federal Credit Union is one of the nation's largest and most successful credit unions. A full-service institution with \$2.9 billion in assets, ESL serves 285,000 total members worldwide, with 240,000 in the Greater Rochester area, through the Internet, an extensive ATM network, and 17 local branches. The company is headquartered at 100 Kings Highway South in Rochester and can be found on the Internet at www.esl.org.

About RBTL – Celebrating 50 Years

Founded in 1957 as an all-volunteer, not-for-profit organization, the Rochester Broadway Theatre League (RBTL) has grown into Rochester's premier venue management and service organization for performing arts and entertainment. RBTL owns and operates Rochester's Auditorium Theatre, home to a full season of touring Broadway shows, and a variety live events throughout the year. The estimated local economic impact of RBTL events over the past five years is more than \$50 million. RBTL's mission is to provide opportunities for all people to experience, understand and enjoy the best in arts and performance. To fulfill its mission, RBTL strives to offer diverse performances that reflect the highest standards of excellence, and to make those performances accessible to the broadest possible audience through its education programs, events and activities. For additional information please visit our website at www.rbtl.org.

