

THE PLAYERS Championship Birdies for Charity Campaign

Here is your chance to be a part of THE PLAYERS Championship and help Jacksonville-area charities.

Birdies for Charity is a fundraising effort held each year in conjunction with THE PLAYERS, giving fans an opportunity to support local charities while tracking the performance of the world's best golfers during the tournament.

Similar to a walk-a-thon, ***Birdies for Charity*** participants make a pledge for each birdie recorded by PGA TOUR players throughout THE PLAYERS, May 8-11. In 2007, 1,370 birdies were recorded during the four-day event, so a \$.03 pledge per birdie would result in a \$41.10 contribution to your favorite charity. Last year, more than \$161,000 was raised through the ***Birdies for Charity*** program, benefiting countless charities on the First Coast.

Now, the fun part - how many *total* birdies do you think will be made at THE PLAYERS this year? Guess correctly and you could win a fabulous trip for two to Scottsdale, Arizona, including three nights at the Fairmont Scottsdale Princess, roundtrip airfare, golf lessons at the TOUR Academy, rounds on TPC Scottsdale and more. Second and third-place prizes will also be awarded (see brochure for details).

To take part in the ***Birdies for Charity*** campaign:

- Open the Participation Form link below
- Complete the Participation Form, indicating -
 - Your charity of choice (see attached list of Participating Organizations)
 - Your per-birdie pledge (of two cents or more)
 - Your guess of the total number of birdies that will be made during THE PLAYERS
- Print your Participation Form and send it to the Participating Organization or to:
THE PLAYERS Championship Birdies for Charity
103 Championship Way
Ponte Vedra Beach, FL 32082

Checks should be made payable to the participating organization. Deadline for entries is Tuesday, May 6, 2008.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING (800) 435-7352 TOLL-FREE WITHIN THE STATE OF FLORIDA. FOR OUTSIDE THE STATE OF FLORIDA, CALL (850) 488-2221. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

Note: Attach Birdies brochure
Attach list of participating organizations