



# Reno-Tahoe Open

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## RENO-TAHOE OPEN FOUNDATION CHAIR ANNOUNCES DRIVERS COMMUNITY INITIATIVE

**RENO, Nev. (Nov. 21, 2005)**—Under the leadership of the Reno-Tahoe Open's new Foundation Chair, the tournament is taking the steps now to let the community know that the 2006 tournament is secure and needs the support of the community to ensure its long term success. John Sande III, newly selected Foundation chair, partner with Jones Vargas law firm in Reno, Nev. and a member of Montrêux Golf & Country Club, has a mission for the Reno-Tahoe Open and that mission is being supported by a committee called the Reno-Tahoe Open Drivers. The Drives is co-chaired by Senator Bill Raggio, Senator Randolph Townsend and Mayor Bob Cashell and is designed to bring together Reno's community leaders to "drive" the Reno-Tahoe Open to the next level.

"It's time for our region's businesses and individuals to claim the Reno-Tahoe Open as their own and take pride in the fact that Reno is one of 48 cities in the United States to host a PGA TOUR event that annually brings the tour's top professionals," said Sande. "The Reno-Tahoe Open offers a phenomenal course in an outdoor recreation environment known for gaming...it's a perfect formula for success. We also want to dispel any thoughts about the status of the tournament now, nine months before the event, so that we can focus on supporting the tournament in 2006 and building a strong foundation for subsequent years. I'm honored to step into this position after many successful years under Fred Boyd's leadership and I'm glad he will continue to remain an active board member."

Over the next several months, the Drivers will personally contact key businesses and individuals in the community to support the tournament with sponsorships starting from \$1,000 up. One of the primary goals will be to increase attendance by encouraging sponsors that receive tournament passes to provide them to employees and allow them the time off to attend the event. The Drivers will also welcome businesses willing to provide in-kind goods and services.

According to Mayor Cashell, "We've got a very strong, community-minded business community. Combine that with the PGA TOUR name and it becomes a win-win for everyone involved. It's a success formula the Reno-Tahoe Open can easily have and the Drivers program is the one that is going to get it done."

"The RSCVA is thrilled with the renewed enthusiasm for the tournament and with the development of the Drivers program," said Deanna Ashby, executive director of marketing for the RSCVA. "As a founding sponsor, we've seen the benefits on a national level that this PGA TOUR event provides to our destination from a branding perspective. And as we continue to move forward in promoting our region as America's Adventure Place, it makes it all that more of a powerful message when the community is behind the tournament as well."

To support the Drivers program or for additional information, contact the Reno-Tahoe Open Drivers at 775-342-9483.

*The 2006 Reno-Tahoe Open PGA TOUR is scheduled for Aug. 21-27, 2006 at Montrêux Golf & Country Club in Reno and is broadcast nationally on The Golf Channel. Now in its eighth year, the tournament is the only PGA TOUR event in northern Nevada and features a field of 132 PGA TOUR professionals competing for a \$3 million purse. The Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation comprised of its members including the Eldorado Hotel Casino, International Gaming Technology, Montrêux Golf & Country Club, Reno-Sparks Convention and Visitors Authority and Sierra Pacific Resources.*

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