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## BET ON BIRDIES TO BENEFIT RENO-TAHOE OPEN FOUNDATION

**RENO, Nev. (April 3, 2007)**—In a town known for its abundance of betting opportunities, the Reno-Tahoe Open Foundation, the non-profit entity that operates the PGA TOUR's Reno-Tahoe Open, challenges its fans to bet on birdies, all in the name of a good cause. Wager from 10 cents up to \$10 per birdie to guess the total number that will be made during the 2007 tournament, which takes place July 30 – Aug. 5 at Montréux Golf and Country Club for a chance at winning a brand new set of Callaway golf clubs. The 2006 tournament reached 1,707 birdies with an average of 1,500 birdies shot over the tournament's eight-year history. All contributions are fully tax deductible and go to support northern Nevada charities and non-profit organizations.

To play, complete the online pledge form at [www.RenoTahoeOpen.com](http://www.RenoTahoeOpen.com) and then take in the tournament action. All supporters receive a Reno-Tahoe Open hat and after the close of the tournament, the winner will be notified by the Reno-Tahoe Open Foundation. In the case of a tie, a drawing will be held and runners up will receive one dozen Titleist Pro V1x golf balls.

"Playing off the success of our 2006 tournament, we're developing exciting ways for supporters to continue to become involved with the Reno-Tahoe Open" said Jim Kline, tournament director for the Reno-Tahoe Open. "Whether you're an individual or a corporation, you can make as large or as small of a contribution as you're able. We also see it as an interactive component with those that have submitted pledges being able to track their progress day-by-day."

The Birdies for RTO program is supported, run and organized by the Reno-Tahoe Open Foundation, a non-profit charitable organization that was established in 1999 for the purpose of generating funds to operate the Reno-Tahoe Open. After the Reno-Tahoe Open Foundation reaches its operational goals, the Foundation provides annual support to qualified northern Nevada charitable organizations. During its eight-year history, the Reno-Tahoe Open has provided more than \$1.5 million to northern Nevada non-profit organizations including the Boys and Girls Club, Children's Cabinet, First Tee of Northern Nevada, Make a Wish Foundation and the Muscular Dystrophy Association.

The 9<sup>th</sup> annual Reno-Tahoe Open at Montréux Golf and Country Club is part of the FedEx Cup schedule, a new competition series for PGA TOUR professionals, which moves the tournament up by three weeks as a regular full-field stop on the PGA TOUR. Limited edition Reno-Tahoe Open ticket booklets are now available – while supplies last. Offering a savings of \$50, each booklet contains seven daily ticket vouchers along with merchandise, dining and concession credits July 30 – Aug. 5, 2007. Log on to [www.RenoTahoeOpen.com](http://www.RenoTahoeOpen.com) or call 775-322-3900 for more details.

*The 2007 Reno-Tahoe Open PGA TOUR is scheduled for July 30-Aug. 5 at Montréux Golf & Country Club in Reno, Nev. and is broadcast nationally on the Golf Channel. Now in its 9th 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, Montréux Development Group, Reno-Sparks Convention and Visitors Authority, Employers and Sierra Pacific Resources.*

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