



Mississippi Gulf Resort Classic
April 28 – May 2, 2010 | Fallen Oak
www.msgulfresortclassic.com

NEWS RELEASE

Contact:

Craig Smith
Director, Media and Promotions
Mississippi Gulf Resort Classic
csmith@brunoeventteam.com
228-896-6365 office
228-236-7709 cell

Cable One Offers Golf Channel in Free Preview for Tournament Week

Biloxi, Miss. (April 21) – Cable One subscribers in South Mississippi will enjoy more than 17 hours of tape-delayed coverage of the inaugural Mississippi Gulf Resort Classic April 30-May 2 on basic cable channel 18.

Tournament coverage will begin at 5:30 p.m. (CDT) on Friday and Saturday, and 6 p.m. Sunday. There will also be re-airs throughout the weekend.

“Cable One is proud to provide a free preview of the Golf Channel to all of our 94,000-plus subscribing households in South Mississippi,” said Steve Price, regional sales manager. “Our subscribers and all of our visitors for the week will have a chance to enjoy the Golf Channel’s exclusive coverage of the Mississippi Gulf Resort Classic all week as part of Cable One’s basic service.”

The Golf Channel coverage will be anchored by veteran announcer Brian Hammons. He will be joined by Curt Byrum and Billy Andrade, a former PGA TOUR player who will be making his announcing debut in the booth. Billy Ray Brown and David Marr will provide on-course commentary.

Tournament tickets are on sale through Ticketmaster online or by calling the Tournament office at (228) 896-6365 for \$15 each and they can be used any day of the tournament. Tickets will also be on sale at the gate. Children age 15 and under will be admitted free of charge when accompanied by a ticketed adult. All general parking will be staged at the IP Resort and Spa. Visit www.msgulfresortclassic.com for details and directions.

The Classic is one of 26 official events on the Champions Tour for 2010, and the field of 78 players will compete for the \$1.6 million purse and a \$240,000 first prize. Competitive rounds in the 54-hole event are set for Friday through Sunday. The popular pro-am tournaments will be held on Wednesday and Thursday, and they are open to the public with paid admission. The benefiting charity of the tournament is Habitat for Humanity of the Mississippi Gulf Coast.

Fallen Oak is the exclusive home course for the guests of Beau Rivage Resort and Casino. The Tom Fazio-designed course, which was opened in 2006, has earned 12 national honors and is ranked the second best gaming resort course in the country.

About the Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with 16 World Golf Hall of Fame members actively competing in its events and numerous other major championship winners among its members. The Champions Tour is a tax-exempt membership



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organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour will conduct 26 official Charles Schwab Cup events in 2010, offering \$51.5 million in official prize money, with the average tournament purse of \$1.98 million. The Champions Tour also generates significant monies for charity.

About the Mississippi Gulf Resort Classic

This Mississippi Gulf Resort Classic is one of three new tournaments on the Champions Tour for 2010. It will be played April 28-May 2 at Fallen Oak. The tournament is uniquely funded by a dozen title sponsors, who see this event as an ideal way to showcase the Mississippi Gulf Coast. The tournament will be administered through the MGRC Foundation, Inc. The tournament will benefit Habitat for Humanity of the Mississippi Gulf Coast, Inc.