



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

NEWS RELEASE

Storylines from the Mississippi Gulf Resort Classic

Biloxi, Miss. (March 24) – The Mississippi Gulf Resort Classic is one of three new events on the PGA TOUR's Champions Tour for 2010, and the only start-up event based in the United States. The other two new events are in Canada and Korea.

That's just one of the storylines that makes the Mississippi Gulf Resort Classic such a gem. The event will be played April 28-May 2 at Fallen Oak. Please contact Craig Smith below for more information.

Here are more of the interesting storylines:

THE BIG PICTURE

The Mississippi Gulf Resort Classic is a means to an end that is bigger than just a new event on the Champions Tour for 2010. This golf tournament is a symbol of revitalization for the Mississippi Gulf Coast, which was devastated by Hurricane Katrina in 2005. The Gulf Coast is back; bigger and better than ever!

VACATION DESTINATION

The Mississippi Gulf Resort Classic is running a national promotional contest in conjunction with the new Champions Tour event. The aim is to showcase the beautiful Gulf Coast and its first-class golf, fishing and gaming resorts, and position the area as a top tourism destination.

FOR THE GOOD OF THE GAME

Five competing resort casinos were among the 12 local companies that pooled money and joined together in a common goal to bring a new Champions Tour event to the Mississippi Gulf Coast. This could be a new model for title sponsorships for communities trying to attract top level sporting events. The event holds a three-year contract.

ECONOMIC IMPACT

The Mississippi Gulf Resort Classic will have approximately a \$15 million economic impact on the Gulf Coast, according to calculations by the State tourism agency. That amount takes into account business involvement, visits and hotel stays, and the residual value of having a national cable broadcast on the Golf Channel.

LEE TREVINO

Lee Trevino only played a handful of events on the Champions Tour in 2009, but the six-time major champion has committed to playing in the inaugural Mississippi Gulf Resort Classic at Fallen Oak. The 70-year-old legend is featured locally on outdoor advertising that show him in action and read simply, "GRAN TREVINO."

THE TOP GOLFERS

Last year's top money-winner Bernhard Langer is one of six members of the World Golf Hall of Fame who will compete at the first Mississippi Gulf Resort Classic. Others are Ben Crenshaw, Hale Irwin, Tom Kite, Nick Price and Lee Trevino. Thirteen major champions are already in the field of 78. More major champions are expected to commit to the field in the next several weeks. It promises to be one of the best talent fields on the Champions Tour for 2010.



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FALLEN OAK

Fallen Oak is the exclusive golf course for the guests of Beau Rivage Resort and Casino. It's the top-ranked golf course in the state and rated the second best resort course in the country. Now, this Tom Fazio design that was opened in 2006 is home to the Mississippi Gulf Resort Classic.

HABITAT FOR HUMANITY

Habitat for Humanity of the Mississippi Gulf Coast is the benefiting charity of this new Champions Tour event. This local chapter with international reach has completed more than 300 homes since 2007 to help the people of this region recover following the damage of Hurricane Katrina in 2005.

GOLF HISTORY ON THE GULF COAST

Sam Snead defeated Byron Nelson in a 19-hole playoff in the 1945 Gulfport Open after the two were tied at the end of regulation. Nelson rallied from that loss to win 18 tournaments that year, including a record-setting 11 in a row.

About the Champions Tour

The Champions Tour is a tax-exempt membership 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 conducted 25 official Charles Schwab Cup events offering \$48.9 million in prize money in 2009 and its highest average purse ever of \$1.96 million. The Champions Tour's primary purpose is to provide significant competitive and earnings opportunities for players age 50 and older; to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world. In addition to providing competitive opportunities for its membership, Champions Tour events also generate significant sums of money for charity. In addition to providing competitive opportunities for its membership, Champions Tour events generate significant sums of money for charity. The commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is president of the Champions Tour. TOUR headquarters is in Ponte Vedra Beach, Florida. Our web site address is PGATOUR.com.

About Fallen Oak

Opened exclusively for the guests of Beau Rivage Resort & Casino, the Tom Fazio-designed Fallen Oak epitomizes the quiet elegance found in many of the world's great golf courses. Located 15 minutes outside of Biloxi at the edge of the DeSoto National Forest, Fallen Oak has earned 12 national honors for a masterful design that brings strategic play options on holes that wind through ever-changing terrain and environments. The 7,487-yard course features elevation changes rarely seen at a Gulf Coast course and five sets of tees designed to challenge golfers of all abilities. For more information on Fallen Oak, please visit www.beaurivage.com or www.fallenoak.com.

About Bruno Event Team

Bruno Event Team is experienced in all facets of event management, employing a year-round staff of 60+ employees in eight offices around the country. Bruno Event Team services each client with expertise in strategic planning, marketing, advertising, public and media relations, ticket and merchandise sales, sponsor relations, hospitality consulting, event operations, event financial planning/accounting and volunteer coordination. Visit www.brunoeventteam.com for additional information.

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