



Top News
Reuters top ten news stories delivered to your inbox each day.
[Subscribe >](#)

100 COMMISSION-FREE STOCK & OPTIONS TRADES

E*TRADE Securities LLC

\$7.99 - \$9.99 STOCK & OPTIONS TRADES FOR QUALIFIED INVESTORS

E*TRADE

GET STARTED >

You are here: [Home](#) > [News](#) > Article

DJIA : 9812.34 +20.63 +0.21% | Nasdaq : 2134.48 +1.33 +0.06%

The Principal Charity Classic Awards \$500,000 to Local Charities

Wed Sep 16, 2009 7:45pm EDT

[Email](#) | [Print](#) | [Share](#) | [Reprints](#) | [Single Page](#)

[\[-\] Text \[+\]](#)

Central Iowa Children Benefit from PGA Champions Tour Tournament
WEST DES MOINES, Iowa--(Business Wire)--
At a time when the need for charitable services is running high, representatives of The Principal Charity Classic® today announced the 2009 tournament raised \$500,000 to benefit area children's charities. With the eager assistance of eight kids from Boys and Girls Clubs of Central Iowa, the announcement was made at Glen Oaks Country Club in West Des Moines, Iowa, site of the annual PGA Champions Tour tournament. The Principal Charity Classic is sponsored by the Principal Financial Group®.

"The 2009 Principal Charity Classic was a tremendous success, attracting a record crowd of 71,000. We're very gratified by the level of support for children's charities-especially in the face of such a tough economy-and we're excited about next year's tournament," said Larry Zimpleman, chairman, president and CEO of The Principal®. The 2010 Principal Charity Classic will be held May 31 - June 6 at Glen Oaks Country Club in West Des Moines.

Over the last three years, The Principal Charity Classic raised more than \$1.7 million for local children's charities. Donations from the 2009 tournament will be distributed to five "FORE Our Kids" charities, as well as to more than 80 Birdies for Charity organizations.

The five "FORE Our Kids" charities are:

- * Blank Children's Hospital
- * BRAVO Greater Des Moines
- * The Community Foundation of Greater Des Moines (tournament host organization)
- * United Way of Central Iowa
- * Variety-The Children's Charity

The PGA Tour estimates the tournament generated an economic impact of \$20 million for the region, including increased business for area hotels, restaurants, shopping and other entertainment venues. The event also showcases Des Moines to a national television audience and more than 70 PGA Champions Tour golfers.

Representatives from all of the "FORE Our Kids" charities attended today's announcement to show their appreciation for the tournament's support. "Now more than ever, we depend on funding from The Principal Charity Classic to improve the lives of children in central Iowa," said Shannon Cofield, president, United Way of Central Iowa. "Our donation from the 2009 tournament will help 1,400 schoolchildren learn to read through a new volunteer mentoring program."

The 2009 Principal Charity Classic tournament was played May 26 - May 31, 2009 at Glen Oaks Country Club in West Des Moines, Iowa. For more information on the charities and the tournament, visit www.principalcharityclassic.com.

The Principal Financial Group
Jamie Alt, 515-279-4653
Tournament Director
jamie@principalcharityclassic.com
or
Tracy Dirks, 515-279-4653
Marketing Director
tracy@principalcharityclassic.com

Copyright Business Wire 2009

EDITOR'S CHOICE



A selection of our best photos from the past 24 hours. [Slideshow](#)

In The Last Bull Market I Turned \$33k into \$7,000,000

What Everyone Wants to Know is "So, How Have I Done Lately?"

I tell them this: "Pretty well... in fact from Sept. 2008 - Feb. 2009 I've made \$3,895,191"

TREND TRADE - Michael Parness

Get my Book/DVD Free (Just \$7 shipping)

MOST POPULAR ON REUTERS

[Articles](#) | [Video](#)

1. [UPDATE 4-Skype founders sue eBay, investors](#)
2. [Leno show loses 7 million viewers on second night](#) | [Video](#)
3. [U.S. to shelve Europe missile shield plans: report](#)
4. [Japan scientists create 3-D images you can touch](#)
5. [U.S. backs away from missile shield in Europe](#)
6. [Dan Brown novel breaks one-day sales records](#)
7. [To bomb, or to bunker? Israel's Iran choices narrow](#)
8. [Swine flu death rate similar to seasonal flu: expert](#)
9. [Flu experts gear up for pandemic of vaccine worry](#)
10. [Carmakers count down to green car targets](#)

[Most Popular Articles RSS Feed](#)