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

Wed Sep 16, 2009 7:45pm EDT

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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.

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