

Kraft Nabisco Championship to Celebrate 40 Years of Charitable Giving

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Mark your calendar now for one of the biggest events of the year – the 40th anniversary of the Kraft Nabisco Championship. The tournament will celebrate 40 years of giving back to the desert when it returns to Mission Hills Country Club in Rancho Mirage March 28-April 3.

This year, the Kraft Nabisco Championship has partnered with the Screen Actors Guild Foundation to bring more than 50 celebrities to the tournament’s



Celebrity Pro-Am, scheduled for March 29 and 30 during Tournament Week. As part of its partnership, Kraft Nabisco will host a series of BookPALS (Performing Artists for Literacy in Schools) events throughout the desert to support the foundation’s Children’s Literacy Initiative.

Pro-Am participants will enjoy awards parties on Tuesday and Wednesday evenings featuring musical entertainment and a buffet dinner with celebrities and LPGA pros. The week kicks off with a pairings party on Monday, March 28, with a buffet dinner, LPGA pros and musical entertainment. Playing spots in the Pro-Am are available for \$4,500, and three-person teams are \$12,000. Corporate three-person teams including sponsor benefits are \$14,500.

The Kraft Nabisco Championship also returns with its Integrated Wealth Management TICKETS Fore CHARITY program in which 100 percent of the proceeds from advance ticket sales will be donated to participating charities including those in Rancho Mirage. The ticket program, which debuted last year, raised more than \$150,000 for 90 desert area charities. Tickets are on sale through the non-profit organizations and the Kraft Nabisco Championship website at www.KNCGolf.com.

The Kraft Nabisco Championship is also seeking volunteers for this year’s event and has announced a reduction in the volunteer fee. The cost for an official Kraft Nabisco shirt, jacket, cap and pin is \$50, down from \$75 over the last few years. Volunteers will also receive a weeklong credential for tournament admission plus a second weeklong guest credential, in addition to meals and snacks. The volunteer package has a retail value of more than \$350.

For ticket or volunteer information, please contact the Kraft Nabisco Championship at 760/324-4546 or visit the website. ■

Desert Samaritans FOR SENIORS

UPCOMING EVENTS

DANCING WITH OUR STARS

February 13, 2011 at 5:00 PM

Agua Caliente Casino, Rancho Mirage

\$20.00 Per Vote/\$90.00 Dinner (includes dinner and one vote)

ART SHOW AND FUNDRAISER

March 12, 2011 from 12:00 PM to 5:00 PM

March 13, 2011 from 1:00 PM to 5:00 PM

at the

BACK DOOR GALLERY AND CUSTOM FRAME, INC.