

# NEWS

**FOR RELEASE: Immediate**  
**April 1, 2008**

## **BUICK ANNOUNCES NEW PROGRAM TO RAISE MONEY FOR SOUTHEASTERN MICHIGAN CHARITIES**

**GRAND BLANC, Mich.** — The Buick Open, Michigan's only PGA Tour event, will support a new fundraising program in 2008 designed to raise money for Southeastern Michigan charities. The program, called "Birdies for Buick Open Charities," will be managed by the Boys and Girls Club of Greater Flint (Mich.). It is designed to expand the number of charities benefitting from the Buick Open and will raise money based on the number of birdies made by PGA Tour professionals during the tournament at Warwick Hills Golf & Country Club, June 23-29.

The Birdies for Buick Open charities program will be open to a limited number of new charities. They will be given the chance to raise funds by soliciting pledges from corporations and individuals. Each participating group or individual will pledge a designated amount of money for each birdie recorded at the 2008 Buick Open. For example, if a corporation pledges one dollar for each birdie recorded during the tournament, and 2,000 birdies are made during the event, that charity will raise \$2,000 for their organization. A total of 1,786 birdies were recorded at the 2007 Buick Open. For more information on the program, call Mark Serra at (810) 249-3452.

"We are very pleased to support a great new program like Birdies for Buick Open Charities," said Larry Peck, Buick Golf Marketing Manager. "The Birdies for Charities program has worked very well at several PGA Tour events around the U.S. and we expect it to be extremely successful here at the Buick Open. It's great to have another mechanism in place to help to grow charitable contributions."

-more-

Buick has raised more than \$9.4 million to Southeastern Michigan charities since 1982. Through its PGA Tour events, Buick has raised nearly \$40 million for charities in its tournament cities.

Among the charities who benefit from Buick Open fundraising are the Easter Seals of Michigan, which raises additional funds through the sale of Buick Open tickets; the American Red Cross Genesee-Lapeer Chapter, which provides transportation services for the tournament; Whaley Children's Center, which handles the "will-call" booth at the tournament; and, the Genesee County regional office of the American Lung Association of Michigan, which provides volunteers to operate the Buick Open telephone center.

Buick will celebrate the 50<sup>th</sup> anniversary of the first Buick Open this year with a variety of events and activities. For tickets or information call 1 **(800) 878 OPEN** or go to **[www.buickopen.com](http://www.buickopen.com)**.

Buick has been the official car of the PGA Tour since 1984 and is currently the title-sponsor of two PGA Tour events. In addition to the Buick Open, Buick sponsors the Buick Invitational at Torrey Pines Golf Course in La Jolla, Calif. Buick has a sponsorship agreement with the world's number one golfer, Tiger Woods, and is the official car of the PGA of America.

# # #

**Media contact:**

Al Abrams, Buick Open media director  
(646) 210-7016  
[al.abrams@gmrworks.com](mailto:al.abrams@gmrworks.com)