

PINEHURST NEWS

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PINEHURST TO HOST CELEBRATED JIMMY V GOLF CLASSIC

VILLAGE OF PINEHURST, N.C. (October 10, 2006) – The Jimmy V Celebrity Golf Classic, which has raised millions of dollars for cancer research and been a staple in the Triangle area for 13 years, will move to Pinehurst Resort in 2007, officials said.

The popular charity tournament, honoring the late North Carolina State basketball coach Jim Valvano, will move from Prestonwood Country Club in Cary to the three most popular courses at Pinehurst – Nos. 2, 4 and 8 – on Aug. 25-26, 2007.

Pinehurst No. 2 is regarded as one of the top golf courses in the world and hosted U.S. Open Championships in 1999 and 2005, while the 2008 U.S. Amateur will be played on course No. 4 and No. 8 hosted the 1997 and 1998 PGA Club Pro Championships.

“This is a tremendous opportunity for us to hold the Jimmy V Classic at a world-class venue,” said Nick Valvano, chief executive officer for The V Foundation for Cancer Research. “This allows us to market the event nationally. Everybody knows the name Pinehurst. Folks are so enthusiastic when we tell them we’re moving the event to Pinehurst.

“What we are serious about is having the best activity to raise the most money for cancer research and Pinehurst provides that for us,” added Valvano. “We have worked with the people of Pinehurst before and they are just fabulous to work with. It’s a first-class operation.”

Pinehurst Resort has hosted the Pre-V tournament the last three years, a fund-raising event leading up to the main event. Close to 300 celebrities and golfers, including basketball great Charles Barkley, participated in the 2006 event at Prestonwood. Hosting the event at Pinehurst, which has eight golf courses and a 2,000-acre campus with hotel rooms and other resort activities, will allow the Golf Classic room to grow.

“Part of our mission through the years at Pinehurst has been to give back to the community and provide positive life experiences,” said Pinehurst president Donald Padgett III. “At one time or another in our lives we’ve known someone who has been affected by this deadly disease. I can’t think of a better cause for Pinehurst to be involved with than helping with cancer research. We’re thrilled that we’ll be hosting the Jimmy V Classic in 2007.”

The V Foundation will still hold events, such as a bike ride and concert, in the Triangle leading up to the main tournament in Pinehurst on Sunday. Valvano said the annual black-tie auction and dinner Saturday night could be changed to fit the feel of the Sandhills.

“We may want to look at something that is a little more consistent with the history of Pinehurst,” Valvano said. “It should be pretty neat.”

He also said Pinehurst Resort offers an activity the tournament has been without for years – a spa for spouses.

“We want couples to attend, we don’t just want golfers here,” Valvano said.

The V Foundation for Cancer Research donated \$3.2 million to cancer research in North Carolina alone in 2005, Valvano said. In October 2006, the foundation awarded a \$2 million grant to Duke University and the University of North Carolina for genetic breast cancer research.

Pinehurst has signed a one-year contract to host the event; plans for hosting the event at Pinehurst in the future will be discussed following the 2007 event.

Located in the North Carolina heartland, world-renowned Pinehurst Resort is a 2,000-acre property featuring spa, golf, tennis, family, events and leisure recreation. Built in 1895, it has hosted such international events as the U.S Open Golf Championship, U.S. Clay Court Tennis Championship, and the U.S. Kids Golf World Championship. See <http://www.pinehurstmedia.com> for photography.

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