



Media Advisory
For Immediate Release

Press Conference and Media Golf Event

2012 Drew Brees Celebrity Championship at La Costa Resort and Spa

You are cordially invited to a press conference and media exclusive golf event on **Tuesday, April 10** beginning at 1:30 p.m. Drew Brees will be discussing the 2012 Drew Brees Celebrity Championship at its new location La Costa Resort and Spa. If you plan to attend, contact Anne Pickard at anne@ismsports.net by **April 5**. Please specify if you plan on golfing or just attending the press conference.

Press Conference with Drew Brees

DATE Tuesday, April 10
TIME Check-in at 1:00 p.m.
Press conference 1:30 p.m.
SITE La Costa Resort and Spa, 2100 Costa Del Mar Road, Carlsbad, CA 92009
HOST Drew Brees, New Orleans Saints quarterback

Golf Event (media exclusive)

Complimentary to all pre-registered media representatives
Tee time: 2:30 p.m. (shotgun start)
Scoring format: informal
Please bring your own clubs; carts will be available

Tournament Description

The 2012 Drew Brees Celebrity Championship will feature more than 50 celebrity golfers competing for a projected purse of \$100,000 and coveted tournament trophy. The tournament and other surrounding events will take place May 18-20 and will be the first year at the newly-renovated La Costa Resort and Spa. One of southern California's premiere sports hospitality events, the Drew Brees Celebrity Championship includes a two-day Celebrity-Amateur tournament (May 18-19), nightly sponsor parties (May 18-20), and the main event – a 36-hole celebrity competition (May 19-20).

A percentage of ticket sales and auction proceeds from the Drew Brees Celebrity Championship will be donated to the Brees Dream Foundation and dispersed among San Diego non-profit organizations including Rady Children's Hospital, San Diego Armed Services YMCA, Friends of Scott Foundation, and the National Multiple Sclerosis Society – Pacific South Coast Chapter.

Beneficiary: Brees Dream Foundation

The Brees Dream Foundation was founded in 2003 by Brittany and Drew Brees with a mission to advance research in the fight against cancer and provide care, education and opportunities for children and families in need. Since its inception, the Brees Dream Foundation has committed and/or contributed more than \$11,000,000 to charitable causes and academic institutions. For more information about the Brees Dream Foundation, please visit www.drewbrees.com. Follow Drew Brees on Twitter [@drewbrees](https://twitter.com/drewbrees); www.twitter.com/drewbrees.

For more information

Media Inquiries: Anne Pickard, anne@ismsports.net; 619.889.0671
Tournament information: Cheryl Smith-Lemox, Integrated Sports Marketing, csmith@ismsports.net

Tournament Website: www.CelebrityChampionship.com
Tournament Facebook: www.facebook.com/CelebrityChampionship
Tournament Twitter: [@CelebrityChamp](https://twitter.com/CelebrityChamp); [www.twitter.com/celebritychamp](https://twitter.com/celebritychamp)

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