



Photo Caption: Students at Shuford Elementary School help celebrate the Greater Hickory Classic at Rock Barn's \$1 Million charitable giving milestone.

Photo Credit: Leigh Russell

Contact: Rob Goodman, 3-G Sports, LLC
April 19, 2011

Greater Hickory Classic Director of Media Relations

Office: (336) 299-4321

E-mail: rob@3-gsports.com

GHC 11-07

For immediate release.

GREATER HICKORY CLASSIC AT ROCK BARN SURPASSES \$1 MILLION IN CHARITABLE GIVING

CONOVER, N.C. – In just eight years, the Greater Hickory Classic at Rock Barn presented by Kia Motors has surpassed the \$1 Million mark in charitable giving, it was announced today. The ninth annual Greater Hickory Classic at Rock Barn is set for June 6-12, 2011 at Rock Barn Golf & Spa.

Each year, the Greater Hickory Classic Foundation, the body that oversees tournament operations, donates all net proceeds from the tournament to area charities. Following the 2010 event, the Greater Hickory Classic Foundation donated \$71, 320 to 14 charitable organizations throughout the greater Hickory area. These donations took the tournament's eight-year total over the \$1 Million mark.

In addition, some 36 501(c)3 charitable organizations sold tournament tickets through the Together Anything's Possible Charity Challenge, a program through which charitable organizations sell tournament tickets with all of the proceeds going to the charity that sold them. With two charities benefiting from a donation and the Charity Challenge, 48 different charitable organizations benefitted from last year's tournament.

“All Champions Tour events work very hard to raise as much money as we can for charity,” Greater Hickory Classic executive tournament director Jim Correll said. “Reaching \$1 Million in donations is fantastic, and we're very proud of that. But when you think about it, we helped almost 50 different charitable organizations last year alone, and that feels good to all of us. These results are tangible evidence that what the Champions Tour does really works. Together, anything *is* possible.”

The ninth annual Greater Hickory Classic at Rock Barn presented by Kia Motors is set for June 6-12, 2011 at Rock Barn Golf & Spa in Conover, N.C. Tournament tickets are available for purchase through the tournament office or the tournament website below. The event features a week of special events and attractions, including exhibitions, pro-ams and three days of Champions Tour competition among some of the greatest legends in golf. Operated by the Greater Hickory Classic Foundation, a registered 501(c)(3) nonprofit, the tournament donates all net proceeds to charities throughout the Greater Hickory Metro area each year. For more information, please call (828) 459-4000 or visit www.greaterhickoryclassic.com.

