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THE PLAYERS 2012 to host “Pink Out” on Mother’s Day for tournament’s Championship Round

*Players, caddies, sponsors, fans encouraged to wear pink on Championship Sunday in support of the
26.2 with Donna Foundation*

Ponte Vedra Beach, Fla. – With the final round of THE PLAYERS 2012 set for Mother’s Day, Sunday, May 13, tournament officials today announced that a “Pink Out” will take place on Championship Sunday in celebration of mothers and in support of breast cancer research. THE PLAYERS returns to THE PLAYERS Stadium Course at TPC Sawgrass, May 7-13.

In conjunction with Sunday’s “Pink Out,” players, caddies, sponsors and fans are encouraged to wear pink to TPC Sawgrass in support of the 26.2 with Donna Foundation, a local charitable organization that raises funds for groundbreaking breast cancer research at Mayo Clinic and women living with breast cancer. For every fan in attendance on Championship Sunday, THE PLAYERS will donate \$1 to the 26.2 with Donna Foundation, up to \$50,000. If more than 50,000 fans are in attendance, THE PLAYERS will double the donation to \$100,000.

THE PLAYERS will also carry the “Pink Out” theme throughout the course with pink ribbons adorning the clubhouse, pink flowers included in the landscape and a “Pink Out”-themed Mother’s Day pin for mothers in attendance. Additional Mother’s Day festivities are planned for Championship Sunday and will be announced soon.

“With Championship Sunday at THE PLAYERS 2012 coinciding with Mother’s Day again this year, we have a unique opportunity to partner with the 26.2 with Donna Foundation and help in their efforts to raise funds for breast cancer research,” said Curtis Hazel, 2012 Tournament Chair. “Through Sunday’s ‘Pink Out,’ we hope to bring attention to all of the work being done right here in Jacksonville to combat this disease. We hope to see everyone in pink on Sunday at THE PLAYERS enjoying a truly special Mother’s Day.”

“Over the years, no one has been more generous to charitable organizations than THE PLAYERS,” said Donna Deegan, 26.2 with Donna founder. “It is humbling to be chosen as a recipient of that generosity. The advancements in breast cancer research and the ability to help the underserved with the disease will be greatly enhanced with these funds, and we couldn’t be more grateful.”

In addition to the “Pink Out,” THE PLAYERS will continue its partnership with the 26.2 with Donna Foundation to host THE PLAYERS 5K with Donna on Sunday, May 5. Traditionally held in Atlantic Beach, THE PLAYERS 5K with Donna 2012 will kick-off tournament week as runners and walkers of all levels enjoy a 5K route through the back nine of THE PLAYERS Stadium Course at TPC Sawgrass, just days before the start of the tournament. The race begins at 7:30 a.m., and participants will receive a t-shirt and a Championship Sunday ticket to THE PLAYERS with access to an exclusive Courtyard venue. A post-race celebration and awards ceremony will take place in the JELD-WEN Stadium Village, giving participants a sneak peek inside this fan venue before tournament week begins. Those interested in participating can register at www.breastcancermarathon.com.

More information about THE PLAYERS is available at PGATOUR.COM/theplayers.

PGA TOUR

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Together, anything’s possible.

About THE PLAYERS Championship

THE PLAYERS Championship annually combines the best field in golf with the world-class venue that is THE PLAYERS Stadium Course at TPC Sawgrass. JELD-WEN and PwC are the exclusive Proud Partners of THE PLAYERS. Proceeds from THE PLAYERS benefit Northeast Florida charities and have totaled more than \$46 million since the event moved to Ponte Vedra Beach in 1977, including a record \$5.9 million donation in 2011. In April 2011, THE PLAYERS announced a new charitable focus, committing to generate \$50 million for youth-related charities over the next 10 years. For more on THE PLAYERS and the surrounding area, visit PGATOUR.COM/theplayers or visitpontevedra.com.

About the 26.2 with Donna Foundation

The 26.2 with Donna mission is to passionately produce world class events to raise funds for groundbreaking breast cancer research and empower those living with breast cancer. Seventy percent of all race proceeds go to the Mayo Clinic for bench top breast cancer research. Thirty percent of all race proceeds go to The Donna Foundation to help breast cancer patients with critical financial needs. Together, we will finish it. www.breastcancermarathon.com

About JELD-WEN

For over 50 years, JELD-WEN has built its reputation as the world's most reliable manufacturer of windows and doors, offering a full breadth of products that have earned a reputation for dependability, innovation and excellence. JELD-WEN is known for providing solutions that deliver exceptional value for builders, architects and homeowners all over the globe. The company's long-standing commitment to golf includes serving as the official window, door and millwork provider of the PGA TOUR and Champions Tour which is why JELD-WEN's beautiful custom wood windows and interior doors are right at home in the elegant TPC Sawgrass Clubhouse, home of THE PLAYERS Championship. JELD-WEN also is a Proud Partner of THE PLAYERS, which helps raise millions of dollars for deserving charities every year. With a strong commitment to sustainability, JELD-WEN is a leader in manufacturing energy efficient windows and doors and is proud to be an ENERGY STAR® Partner since 1998. For more information about JELD-WEN, or to find a dealer near you, visit www.jeld-wen.com or call 800-877-9482.

About the PwC Network

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About PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour and Nationwide Tour.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in communities in which it plays, and provide financial opportunities for TOUR players. In 2011, the three Tours collectively have tournaments in 29 states and in 12 countries and territories outside of the United States. PGA TOUR tournaments are broadcast to approximately 500 million households in 224 countries and territories in 29 languages.

Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2010, tournaments on the three Tours generated more than \$120 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.6 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

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