



PROMONTORY CLUB

SOCIAL MEDIA PRESS RELEASE

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NEWS RELEASE HEADLINE:

Olympians tee off to raise funds for Promontory Foundation in Park City, Utah.

Nine Olympic 2010 medalists from the Vancouver games including Shannon Bahrke and Brett Camerota participated in a fund raising golf tournament for the Promontory Foundation.

Park City, Utah is home to many wonderful things: top ski resorts, world-class hiking, and mountain biking, fishing, and the Sundance Film Festival. It's also home for some of the top winter athletes in the country, some of whom come from around the area, but most of whom move here to train in their sport.

Promontory, a luxury, second-home community located just 10 minutes from the city, attracts many of its members because of what Park City offers. Recently the Promontory Foundation, a member-supported foundation that gives to the many charitable organizations in the area, hosted nine athletes for a fundraising golf tournament: "Golf with the Olympians" on Monday, June 28th, 2010.

"Many of the athletes live or train right outside our door," said Melissa Garland, Promontory Foundation Secretary. "They all recognize that the Park City community does a great deal to support them in their Olympic pursuits. So they were happy to come help us raise money for the community. This was the first year we've held this event and we were pleased to have top-notch Olympians participate in it."

Those Olympians included Brett Camerota, 2010 gold medalist in the Nordic Combined, Shannon Bahrke who took bronze in the 2010 women's Moguls and Bryon Wilson who brought home bronze in the 2010 men's Moguls. Other well-known US Olympic team members who attended included Billy Schuffenhauer, Graham Watanabe, Jack Lund, Scottie Bahrke, Heather McPhie and Nate Roberts.

The day began with "Putt with the Olympians" – an event for young children. Nearly 20 kids came to get out on the green with an athlete and learn a little bit about what it means to be a competitor. Bret Camerota said, "the kids were so excited to get out and just try something that was very new for most of them. Their energy is catching and it was really fun to get

competitive with them on the golf course.”

Olympians and their accompanying participants then enjoyed 9 holes of golf on Promontory’s signature Pete Dye golf course. Some of the athletes were experienced golfers. Nate Roberts, a member of the 2010 men’s Moguls team, was part of the winning foursome and really enjoyed his time out on the course. “It’s an incredible course – challenging and lot’s of fun. It was great to get out with Promontory members and play.”

The day ended with lunch in the Hearth Restaurant, a high-end bistro in the Pete Dye Clubhouse, along with a presentation of prizes to the winners and a short talk by some of the athletes.

This is the first year such an event was held as part of the fund-raising goals of the Foundation. It was followed by an exciting concert benefit fund-raiser on July 3rd featuring Brian Wilson, co-founder of the Beach Boys. The Foundation raised over \$125,000 for the Park City community through these two events.








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Photo:  PHOTOS: http://bit.ly/b5SPT8 <i>Olympian gives kids a hand At Pete Dye Golf Course</i>	Podcast:  PODCAST http://bit.ly/amgbGZ <i>Melissa Garland Marketing Director</i>	Video  VIDEO http://bit.ly/9lo1r1 <i>Billy Schuffenhauer former Olympian</i>	Photo:  <i>Francis Najafi, CEO</i>
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QUOTE: Brett Camerota “The kids were so excited to get out and just try something that was very new for most of them. Their energy is catching and it was really fun to get competitive with them on the golf course.”		QUOTE: Nate Roberts “[The Pete Dye] is an incredible course – challenging and lots of fun. It was great to get out with Promontory members and play.”	
QUOTE: <i>Melissa Garland, Marketing Director</i>			

“The Promontory Foundation is an organization that benefits the many valuable cultural, social and educational organizations that make Park City great. Many of the Olympic athletes live or train here so getting these athletes to support our mission was a great way to connect the Park City community with Promontory members for a common goal.

How did the Olympians do at golf? Athletes such as Zach Lund, Nate Roberts and Billy Schuffenhauer are avid golfers and they all played extremely well in the shotgun tournament!”

QUOTE: *Francis Najafi, CEO*

“The Promontory Foundation was created in 2006 as a means for the members of Promontory to give to the community we so enjoy. Through this “Olympic” event, the Foundation benefited from its location here in Park City and the amazing athletes who live, work and play here. We appreciate their support and look forward to many future events with them.”

ABOUT PROMONTORY CLUB:

Promontory is a 7,200-acre, 10-square-mile recreational second-home and private mountain community in the heart of the Utah Rocky Mountains just outside of Park City, Utah. Promontory’s unique mountain ranch setting offers diverse year-round recreational amenities and activities for the multi-generational family.