



For Immediate Release: October 1, 2015

Valspar Championship presented by BB&T announces new running event - the Par4Miler

The Valspar Championship presented by BB&T, the official PGA TOUR event in Tampa Bay, is proud to announce a new event as part of their tournament schedule. The Par4Miler will be a timed race showcasing the beauty of the Copperhead course in its final stages of preparation for the tournament.

Participants will have the unique experience of not only running the course, but they will also receive several perks as part of their entry including a daily ticket to the tournament and a gallon of paint from Valspar!

The race will be held on Sunday, March 6, 2016 in Palm Harbor, Florida at 4 pm at Innisbrook, a Salamander Golf & Spa Resort. The scenic course is 4 miles long and finishes at the 18th Green! All race participants will be able to gather for a post-race recovery party around the 18th hole finish area with food and beverage included.

“The beauty of the Copperhead and tournament backdrop makes this a very unique running event and a great kick-off for our PGA TOUR week. You don’t have to be a golf fan to appreciate our setting. With all the different runner packet amenities and upscale after-party, we know this run will be a ‘hole-in-one’! We welcome folks to this inaugural event and anticipate the run becoming a mainstay in Tampa Bay for years to come.” – Tracy West, Tournament Director

Registration is open now and limited to the first 1,700 runners. Walking is also allowed and fans can register at www.par4miler.com beginning on October 1st, 2015 and follow the run at www.facebook.com/par4miler. The Par4Miler is managed by Naples-based Eident Racing.

Valspar: If it matters, we’re on it.®

Valspar is a global leader in the coatings industry providing customers with innovative, high-quality products and value-added services. Our 10,500 employees worldwide deliver advanced coatings solutions with best-in-class appearance, performance, protection and sustainability to customers in more than 100 countries. Valspar offers a broad range of superior coatings products for the consumer market, and highly-engineered solutions for the construction, industrial, packaging and transportation markets. Founded in 1806, Valspar is headquartered in Minneapolis. Valspar’s reported net sales in fiscal 2014 were \$4.5 billion and its shares are traded on the New York Stock Exchange (symbol:VAL). For more information, visit www.valspar.com and follow @valspar on Twitter.

About the Valspar Championship presented by BB&T

The 2016 Valspar Championship presented by BB&T, Tampa Bay’s PGA TOUR event, will be held March 7-13 on the Copperhead Course at Innisbrook, a Salamander Golf & Spa Resort, in Palm Harbor, Florida. Jordan Spieth is the defending champion of the tournament which is part of the annual FedExCup competition. The tournament will be nationally televised by NBC Sports and Golf Channel.

About Copperhead Charities, Inc.

Copperhead Charities history of supporting charities through professional golf dates back to 1977, with funds generated exceeding \$34 million. The 2016 Valspar Championship is the 16th full-field PGA TOUR event sponsored by the Copperheads.

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