

## 2016 VALSPAR CHAMPIONSHIP PRESENTED BY BB&T ANNOUNCES INCREASED CHARITABLE CONTRIBUTIONS

General Chairman Les Muma announced today that the 2016 Valspar Championship presented by BB&T generated \$2,139,663 in charitable donations – an increase of nearly 20% from the previous year.

Muma, representing Copperhead Charities, Inc. which is the non-profit organizing group of the tournament, made the announcement in a breakfast today at Innisbrook Resort in Palm Harbor, the site of Tampa Bay's PGA TOUR event.

Charl Schwartzel won the event on March 13, as record galleries totaling 105,000 attended during the course of the week. With significantly more local sponsorship, the tournament was able to further increase its charitable footprint.

“It seems hard to believe that our tournament was going through an existential crisis less than three years ago,” says Muma. “But Valspar arrived and gave us a great title sponsor, and they are now extended through 2020. We added Pro Links Sports as our management company and under tournament director Tracy West and her staff, we have added new supplemental events like our concerts and new sponsors.”

“Our group, the Copperheads, have never been more focused on contributing to the overall financial well-being of the tournament which leads to this day, the announcement of increased generated revenues for charity. And that's the bottom line of why we do this.”

The total includes money raised through ticket sales, other tournament proceeds as well as the Birdies for Tampa Bay Charities program. More than 150 area charities benefited from the tournament.

The total contribution by Copperhead Charities since 1977 is now more than \$36 million.

The next Valspar Championship presented by BB&T is scheduled for March 6-12, 2017.



THE MOST COLORFUL PGA TOUR TOURNAMENT IN THE WORLD

