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## **2014 VALSPAR CHAMPIONSHIP PRESENTED BY BB&T ANNOUNCES \$1.6 MILLION GENERATED FOR CHARITY**

The 2014 PGA TOUR Valspar Championship presented by BB&T generated \$1.6 million for Tampa Bay area charities, an increase of nearly 50% from the previous year's tournament. The increase came in the first year of tournament sponsorship by The Valspar Corporation, a global leader in the paint and coatings industry. In its 38-year history, Copperhead Charities, Inc., the host organization for the tournament, has now generated more than \$32 million through PGA TOUR-affiliated golf events.

"The addition of Valspar means the tournament is in an improved position for raising money for charity which is a major part of our mission," says Larry Morgan, General Chairman of the Copperheads. "We generated more than \$1 million through our ongoing Birdies for Tampa Bay Charities Program and will be announcing \$600,000 in other donations to Tampa Bay area charities in the months to come. It was a very successful year, but we believe further growth is on the way."

Through their sponsorship of the tournament, Valspar supported the local Tampa Bay community through their long-standing partnership with Habitat for Humanity. Valspar created a series of events, including a local Habitat community build with the Habitat for Humanity of Pinellas County chapter.

"Valspar is proud to give back to the community both through our continued work with Habitat for Humanity and now with Copperhead Charities," said Gary Hendrickson, Chairman and CEO, The Valspar Corporation. "Through the Valspar Championship, we have a unique opportunity to help transform people's lives and help them connect to the transformative power of color."

The Valspar Corporation is sponsoring the PGA TOUR Valspar Championship through 2017. The 2015 Valspar Championship will take place March 9 – 15, 2015 on the Copperhead Course at Innisbrook, a Salamander Golf & Spa Resort in Palm Harbor, Florida. For more information about the Valspar Championship, visit [ValsparChampionship.com](http://ValsparChampionship.com).

### **About The Valspar Corporation**

*The Valspar Corporation (NYSE: VAL) is a global leader in the paint and coatings industry. Since 1806, Valspar has been dedicated to bringing customers the latest innovations, the finest quality and the best customer service in the coatings industry.*

### **About Copperhead Charities, Inc.**

*Copperhead Charities history of supporting charities through professional golf dates back to 1977, with funds generated exceeding \$32 million. The 2015 Valspar Championship (March 9-15) is the 15th full-field PGA TOUR event sponsored by the Copperheads.*



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*The members of Copperhead Charities are Tampa Bay area community and business leaders whose two-fold goal is to provide a first-class professional golf tournament and raise funds for local charities. More than 50 Tampa Bay area charities actively participate in the Valspar Championship through Birdies for Tampa Bay Charities.*

#### **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, Web.com Tour, PGA TOUR Latinoamérica and PGA TOUR Canada.*

*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 the communities in which it plays, and provide financial opportunities for TOUR players.*

#### **About Habitat for Humanity International**

*Habitat for Humanity International's vision is a world where everyone has a decent place to live. Anchored by the conviction that housing provides a critical foundation for breaking the cycle of poverty, Habitat has helped more than 4 million people construct, rehabilitate or preserve homes since 1976. Habitat also advocates to improve access to decent and affordable shelter and supports a variety of funding models that enable families with limited resources to make needed improvements on their homes as their time and resources allow. As a nonprofit Christian housing organization, Habitat works in more than 70 countries and welcomes people of all races, religions and nationalities to partner in its mission. To learn more, donate or volunteer visit [habitat.org](http://habitat.org)*

#### **About Innisbrook, a Salamander Golf & Spa Resort**

*Owned by Sheila C. Johnson and managed by Salamander Hotels & Resorts, Innisbrook is situated on 900 wooded acres of rolling hills in the St. Petersburg/Clearwater area on Florida's Gulf Coast, and is located just 25 minutes from Tampa International Airport. The resort features 72 holes of championship golf, 550 spacious guest suites and rooms, four restaurants and three bars, the Innisbrook Golf Institute, 11 tennis courts, the luxury Indaba Spa with 12 treatment rooms and state-of-the-art fitness center, six heated swimming pool complexes, a nature preserve, and three conference halls with 65,000 square feet of meeting space. For 20 years, Innisbrook has played host to a PGA TOUR event at its renowned Copperhead Course, designed by Larry Packard. For additional information call 727.942.2000 or visit [www.innisbrookgolfresort.com](http://www.innisbrookgolfresort.com).*

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