



MARCH 9-15, 2015  
[www.valsparchampionship.com](http://www.valsparchampionship.com)

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## **VALSPAR SPONSORSHIP OF TAMPA BAY AREA GOLF TOURNAMENT IS SPRINGBOARD FOR INITIATIVES BENEFITING COMMUNITY**

**(PALM HARBOR, FL– MARCH 5, 2015)** – When the leading golf pros tee off next week at the Valspar Championship at Innisbrook, title sponsor Valspar will be swinging into action, as well, with a series of charitable initiatives benefiting the Tampa Bay community. A global leader in the paint and coatings industry, the company was not content to simply attach its name to this acclaimed PGA TOUR event and has planned a variety of programs that will span the duration of the competition through Sunday, March 15, impacting the local community far beyond.

### **COLOR FOR COMMUNITIES**

#### ***Wednesday, March 11, 9:45 a.m. EST - Dedication Ceremony***

For the second year since its sponsorship of the Valspar Championship, Valspar is again joining forces with Habitat for Humanity of Pinellas County and the PGA TOUR Wives Association. This year, a new neighborhood park will be donated to the Stevens Creek community, a 51-unit subdivision in Clearwater where Habitat for Humanity and thousands of its volunteers have been constructing homes since 2009. The park is made possible by proceeds from last year's Valspar Championship. Following a ribbon cutting ceremony at the park – which is to be named “Chameleon Commons” in honor of the colorful Valspar mascot – company executives and PGA TOUR Wives Association members will head to one of the newly built homes for a painting spree, giving the interior its coat of color. To date, Valspar has donated 13,000 gallons of paint for the more

than 200 Habitat homes built in Pinellas County. And, on a national level for more than 25 years, Valspar has provided paint, volunteers and funding to Habitat for Humanity®, which has helped thousands of families have decent, safe and affordable housing. Habitat offers a pathway out of poverty by helping families create something positive and precious: an affordable home. Since becoming Habitat's national paint partner in 2002, Valspar has donated more than 1.5 million gallons of paint for Habitat homes built or remodeled in the U.S.

“At Valspar, we believe in helping people connect to the power of color, and as the title sponsor of the Valspar Championship we are pleased to extend this commitment to the local Tampa Bay community,” said Ann Usinger, Director of Marketing Activation at Valspar. “We are committed to helping transform Habitat for Humanity houses into homes by providing paint for every build, giving homeowners a sense of pride for their neighborhood.”

### **COLOR CAN FEED THE HUNGRY**

***Build: Wednesday, March 11 Unveiling: Thursday, March 12***

While Valspar is best known for its interior and exterior paints, it also is the No. 1 global supplier of coatings for light metal packaging, accounting for the coating of nearly 371 billion cans annually, including those containing food. Onsite at the Valspar Championship, 6,600 cans of tuna will become the building blocks for a mammoth sculpture depicting Val, Valspar's chameleon mascot. Four members of Canstruction®, a unique global charity whose mission is to feed and inspire the world one can at a time as it mounts some extremely novel artworks, will undertake this construction. At the conclusion of the tournament, Valspar will donate the cans of tuna to Feeding America Tampa Bay.

### **FORTIFYING SUPPORT FOR THE TROOPS**

***Friday, March 13, Afternoon***

To honor the members of the U.S. Armed Forces, the Valspar Championship presented by BB&T is offering two complimentary tickets per day for active duty military members and military retirees as part of the *Birdies for the Brave®* Military Ticketing Program. Discounted tickets priced at \$20 each are

also available to veterans, with a limit of two per day. For access, military guests must log on at <https://birdiesforthebrave.sheerid.com/Valspar2015/> to have their military status verified.

Additionally, The Valspar Corporation is sponsoring former U.S. Navy Lieutenant, PGA TOUR player and *Birdies for the Brave* supporter Billy Hurley III for the 2015 season. As part of this collaboration, Hurley, along with Valspar CEO Gary Hendrickson and a Navy Seal Captain will surprise one military fan in attendance with a Hurley-autographed golf bag filled with clubs, all courtesy of Valspar. The presentation will be held in the Pinch A Penny *Birdies for the Brave* Patriots' Outpost, a military-exclusive hospitality venue overlooking the 16<sup>th</sup> hole. Open from Thursday through Sunday, the Outpost will provide complimentary food and beverages and a relaxing venue for viewing all of the tournament action.

For more information about the Valspar Championship, visit <http://valsparchampionship.com/>.

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#### **About the Valspar Championship presented by BB&T**

The 2015 Valspar Championship presented by BB&T, Tampa Bay's PGA TOUR event, will be held March 9-15, on the Copperhead Course at Innisbrook, a Salamander Golf & Spa Resort, in Palm Harbor, Florida. John Senden 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 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 Habitat for Humanity of Pinellas County**

Since 1985, Habitat for Humanity of Pinellas County has constructed 322 homes for struggling, low-income families in Pinellas County, using locally raised funds. Volunteers and the future homeowners construct the homes, which are sold at no profit and financed with a zero-interest loan. Habitat Pinellas homeowner candidates earn 30 to 80 percent of area median income. For Pinellas County, that translates to as little as \$22,500 a year for a family of four. Candidates must also demonstrate need for adequate shelter; ability to pay back a zero-interest loan and willingness to partner with Habitat Pinellas to invest 250 to 350 sweat equity hours. Mortgage monies are used to build even more homes, making each donation to Habitat a perpetual legacy

to the community. Additionally, Habitat Pinellas raises funds through its ReStore, a home improvement store where donated household and building items are sold to the public.

**About PGA TOUR Wives Association**

Supporting children and their families is the mission of the PGA TOUR Wives Association. This is done in many different ways by its members in the communities that support PGA TOUR tournaments. The PGA TOUR Wives Association is actively engaged in outreach, volunteer service projects and fundraising initiatives which impact local communities throughout the year. Incorporated in 1988, PGA TOUR Wives Association is a Florida not-for-profit, IRS designated 501c(3) corporation, organized to render support and provide assistance to needy children and their families through the means of charitable events. Its members, individually and as a group, are dedicated to helping children and families in need.

The PGA TOUR Wives Association's web site is [pgatourwives.org](http://pgatourwives.org) and you can follow them on Facebook.