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## **Waste Management Phoenix Open earns “Best Of” award at PGA TOUR Tournament Advisory Council Meetings**

*Tournament honored for “Most Engaged Community” in 2010*

**PONTE VEDRA BEACH, FL** — The Waste Management Phoenix Open (Scottsdale, AZ) was honored by the PGA TOUR at the TOUR’s Tournament Advisory Council (TAC) Meetings this week.

An event that annually produces among the biggest daily crowds on TOUR, the Waste Management Phoenix Open earned “Most Engaged Community” honors in 2010.

“On behalf of the PGA TOUR, I am pleased to acknowledge and congratulate the outstanding job and special recognition the Waste Management Phoenix Open has received for its efforts,” said PGA TOUR EVP and Chief of Operations Andy Pazder. “The tournament committee should be extremely proud for being acknowledged as the best among its peers on TOUR.”

One hole at TPC Scottsdale serves as the perfect example of the community’s involvement and participation. With 4,260 bleacher seats and more than 100 venues, the par-3 16<sup>th</sup> hole sees an average of 10,000 spectators each day. In addition to the bleacher seats and other venues, more than 130 skyboxes surround the inimitable, crowd-gathering hole. In its 75<sup>th</sup> anniversary in 2010, the Waste Management Phoenix Open crossed the \$65 million mark in charitable donations thanks to the overwhelming community support of the event.

“Over the last 75 years, the Waste Management Phoenix Open has taken great pride in exposing the Phoenix area to the outside world,” said Pat McGinley, past tournament chairman. “Our community embraces this undertaking, with 5,000 volunteers each year, a tremendous amount of corporate support and of course, our amazing fan base that helps create one of the most unique stops on the PGA TOUR. In the end, many area charities benefit from the community coming together.”

The 2011 Waste Management Phoenix Open, captured in 2010 by Hunter Mahan, will be held February 3-6 at TPC Scottsdale.

### **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 and Nationwide Tour.

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

In 2010, the three Tours collectively have tournaments in 34 states and in 12 countries outside of the U.S. PGA TOUR tournaments are broadcast to nearly 600 million households in 231 countries and 30 languages.

Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2009, tournaments on the three Tours generated nearly \$109 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to nearly \$1.5 billion.

The PGA TOUR's web site is [PGATOUR.COM](http://PGATOUR.COM), the No. 1 site in golf, and the company is headquartered in Ponte Vedra Beach, FL.

#### **CONTACT**

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