

PRESS RELEASE

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**Esther Rojas' Art to be Featured on
Walmart First Tee Open at Pebble Beach Tickets
- 14 Year Old is Member of The First Tee of Modesto-**

FOR IMMEDIATE RELEASE: July 10, 2009

Pebble Beach, California – Winner of the ticket design art competition for this year's Walmart First Tee Open at Pebble Beach is Esther Rojas of The First Tee of Modesto. Esther's painting of Pebble Beach's famed 7th hole will be featured on the daily tickets for the tournament, September 4 - 6. Her artwork was selected from hundreds of submissions by members of The First Tee youth development program through the Western United States. The fourteen year old, a student at Turlock Christian High School, has been a member of The First Tee of Modesto for five years. An accomplished golfer, Esther has achieved the Eagle Level in The First Tee Life Skills curriculum.

Tickets for the sixth annual Walmart First Tee Open at Pebble Beach are available on the tournament website, www.thefirstteeopen.com. Tickets may also be purchased through the tournament box office, 800 541-9091 or 831 644-0333. The official Champions Tour event will be played over Labor Day weekend at Del Monte Golf Course and host course, Pebble Beach Golf Links.

Pros will be competing for a \$2 million purse and will be teamed with amateurs and 78 juniors from across the country. Juniors will be chosen at qualifying tournaments and through The First Tee Participant Selection Process. Pros committed to play include all of the past tournament winners: Craig Stadler, Hale Irwin, Scott Simpson, Gil Morgan and current defending champion Jeff Sluman, as well as favorites Ben Crenshaw, Gary Player and Fuzzy Zoeller.

Clint Eastwood serves as tournament chairman, and former President George H. W. Bush and Arnold Palmer are honorary co-chairs. All three tournament rounds will be broadcast internationally on the Golf Channel.

Daily tickets for the Walmart First Tee Open at Pebble Beach are \$25 per day in advance and \$30 at the gate, Friday – Sunday. There is no charge for practice rounds. Youth 18 years of age and younger are admitted free with a paying adult.

A season badge — good for grounds access all week — may be purchased in advance for \$60 and \$75 at the gate. Packages containing 10 any-day tickets sell for \$225 and must be purchased in advance.

The Charity Patron badge, a special ticket which allows week-long access to both the Walmart First Tee Open at Pebble Beach and the 2010 AT&T Pebble Beach National Pro-Am, is priced at \$150.

Proceeds generated by the Walmart First Tee Open at Pebble Beach are earmarked for The First Tee, an initiative of the World Golf Foundation which provides young people of all backgrounds an opportunity to develop life-enhancing values through golf and character education.

Volunteer opportunities are available by calling the tournament office, 831 649-1533.

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