



MEDIA ALERT

To: Newspaper Editors; Radio and Television News Directors

From: Cheryl Harden or Erin Barrett, The Brandon Agency,
(843) 916-2000

Re: **Grande Dunes and Pine Lakes Country Club to Host Eighth Annual Grande Dunes Pro-Celebrity Classic to Benefit Make-A-Wish Foundation of South Carolina, June 26-28, 2009**

Date: June 24, 2009

BACKGROUND: Grande Dunes and Pine Lakes Country Club will host the eighth annual Grande Dunes Pro-Celebrity Classic to Benefit the Make-A-Wish Foundation of South Carolina, June 26-28, 2009. Coca-Cola returns as the Classic's title sponsor in 2009.

Proceeds from the weekend event go to the Make-A-Wish Foundation of South Carolina to help grant wishes to children, with life-threatening medical conditions, that enrich the human experience with hope, strength and joy. Since joining the Make-A-Wish team, Grande Dunes has assisted in filling more than 40 children's wishes children across the state of South Carolina.

The weekend events will be held at the newly-renovated Pine Lakes Country Club and The Members Club at Grande Dunes, using a Texas Scramble format. Each of the 34 teams will be comprised of three golfers, along with either a PGA golf professional or a celebrity. The celebrities confirmed to play include Tyler Thigpen, quarterback for the Kansas City Chiefs and Coastal Carolina University alumnus; David Bennett, head football coach at Coastal Carolina University; and Brad and Jeff Scott, father and son assistant football coaches at Clemson University.

Each year, a Make-A-Wish family is selected from the state of South Carolina and is honored throughout the weekend. This year, the Make-A-Wish family is from Surfside and will participate in all of the activities held during the weekend.

On Friday, the four-member teams will register and play a practice round at Pine Lakes Country Club before attending a pairings party in the Pine Lakes ballroom. The first round of the

tournament tees off Saturday at 9:00 a.m. at The Members Club. After golf, participants will attend the “Night When Wishes Come True Gala” at the Marriott at Grande Dunes. On Sunday, the teams return to Pine Lakes for the second, and final, round of the tournament with the shotgun start at 9:00 a.m. The awards luncheon will be held at Pine Lakes after the conclusion of the tournament.

“We are excited to host the eighth annual Grande Dunes Pro-Celebrity Classic to Benefit the Make-A-Wish Foundation of South Carolina,” said Mike Buccerone, tournament director and the senior director of Grande Dunes and Pine Lakes clubs and amenities. “Even with the present economy, this event sold out again and we look forward to helping the Make-A-Wish of South Carolina grant wishes in 2009. We’d like to express a sincere thank you to the Myrtle Beach community and to our sponsors for their tremendous support.”

Buccerone, celebrities and participants will be available for interviews Friday, Saturday and Sunday from 9:00 a.m. until 2:00 p.m. Interviews can be scheduled by contacting Cheryl Harden at (843) 916-2000 on Friday or (843) 446-0584 on Saturday or Sunday.

About Pine Lakes Country Club

Pine Lakes Country Club, Myrtle Beach’s first golf resort, has served as the epitome of the traditional golf resort since opening in 1927 as the Ocean Forest Golf Club. Designed by St. Andrews, Scotland native Robert White, Pine Lakes put Myrtle Beach on the map as the destination of choice for golfers and families. Pine Lakes Country Club is the birthplace of *Sports Illustrated* magazine after *Time Inc.* editors visited the club in 1954 to plan for their new weekly sports publication

Owned and operated by Burroughs & Chapin Company, Inc., Pine Lakes reopened March 14, 2009, after an extensive 20-month, \$15 million restoration project that transformed the course and clubhouse back to the status enjoyed in earlier days. The restoration of the course was directed by well-known golf course architect Craig Schreiner who preserved many of the historical golf corridors that made Pine Lakes famous throughout the years. Pine Lakes Country Club is the home of the new Myrtle Beach Golf Hall of Fame that honors those that helped build Myrtle Beach into the “Golf Capital of the World.” For more information, visit PineLakes.com

About Burroughs & Chapin Golf Management

Burroughs & Chapin Golf Management, created in 2001 to provide operations and marketing services to golf course properties, is the Grand Strand’s leading golf management company. Since opening Myrtlewood Golf Club, a 36-hole complex, in 1966, Burroughs & Chapin Company has been an active member of the Myrtle Beach golf community for more than 40 years. The company developed and manages The Resort Club at Grande Dunes, which opened in 2001 and The Members Club at Grande Dunes, an exclusive private club that debuted in 2005. The company also manages Tidewater Golf Club, Farmstead Golf Links, Meadowlands Golf Club, Arcadian Shores and River Hills Country Club, as well as two Par 3 courses and five themed mini-golf courses. Burroughs & Chapin Company also owns the historic Pine Lakes Country Club, Myrtle Beach's first course and the birthplace of *Sports Illustrated* magazine. Pine Lakes reopened March 14, 2009, after an extensive 20-month, \$15 million restoration project. Pine

Lakes is the home of the new Myrtle Beach Golf Hall of Fame, which debuted March 12, 2009. For more information, visit BCGolfManagement.com.

About Burroughs & Chapin Company, Inc.

A leader in the fields of commercial and residential real estate development, and related operations, Burroughs & Chapin Company, Inc. has been serving the Grand Strand for more than 100 years - the company's service to Myrtle Beach and Horry County, South Carolina dates back to 1895.

Burroughs & Chapin's residential developments include the award-winning Grande Dunes, a 2,200-acre four-star community stretching west from the Atlantic Ocean across the Intracoastal Waterway. Burroughs & Chapin has created numerous commercial developments offering national and regional name brand shopping. These include Broadway at the Beach – an award-winning 350-acre festival shopping, entertainment and dining complex surrounding the 22-acre Lake Broadway; Coastal Grand Mall, a one million square foot regional shopping mall joint ventured with CBL & Associates Properties of Chattanooga, Tenn.; Seaboard Commons; South Strand Commons; Arcadian Shores Commons; the 501 Power Centers and many smaller “jewel box” centers.

A leader in golf and vacation packages, Burroughs & Chapin's Myrtle Beach Trips offers visitors to Myrtle Beach and the Grand Strand the “one call” convenience of a direct connection to the most popular attractions in the area and packages them together in a variety of ways to suit different tastes and budgets. With one easy call to Myrtle Beach Trips at (800) 819-2282, visitors can unlock all the thrills and excitement of many of America's favorite family seaside destinations.

EVENT: Grande Dunes Pro-Celebrity Classic to Benefit Make-A-Wish Foundation of South Carolina

DATE/TIME: Friday, June 26 – Sunday, June 28

Friday, June 26	Registration and practice rounds at Pine Lakes Country Club
Saturday, June 27	First round at The Members Club “A Night When Wishes Come True” Gala at the Grande Dunes Marriott
Sunday, June 28	Second Round at Pine Lakes Country Club Awards Luncheon at Pine Lakes Country Club

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