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BIRDIES FOR CHARITY KICKS-OFF FOR THE REGIONS TRADITION

BIRMINGHAM, ALA. –MARCH 7, 2011 –Birdies for Charity has kicked-off for the 2011 Regions Tradition at Shoal Creek. Charities have started signing up to participate in this year' program and donations are being collected. The 2011 Birdies for Charity program is working to increase charity participation from 165 to 250 charities and raise \$250,000.

The primary goal of participating organizations in the Birdies for Charity program is to successfully solicit and collect pledges of \$.02 or more from the general public and corporate donors based on birdies made by the Champions Tour players during tournament week. Flat donations of \$15 or more are also accepted by participating charities. Administrative and promotional costs for the program are completely covered by the Regions Tradition.

In 2010, the Birdies for Charity program raised over \$221,000 for charity. Vestavia Hills Athletic Association won first place in the Bonus Bucks contest and raised a total of \$46,000. The "Bonus Bucks" competition provides additional funds, which are given to the top ten charities raising the most money. First place receives a 100% match up to \$10,000, second place receives a 100% match up to \$7,500, third place receives a 100% match up to \$5,000 and fourth place receives a 100% match up to \$2,500. Sixth, seventh and eighth places receive an additional \$1,000 and ninth and tenth place receive \$500 each.

Any 501(c) 3 organization recognized by the IRS may participate in the Birdies for Charity program. In addition, schools and athletic booster programs are encouraged to participate. For more information and to register visit <http://www.regionstradition.com/birdies-for-charity.php> or call Hollie Norman at 205-967-4745 x107.

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ABOUT THE REGIONS TRADITION

In August of 2010, the Champions Tour announced the Regions Tradition, a major championship on the Champions Tour, would take place starting in 2011 at Shoal Creek Club in Birmingham May 3-8. Players expected to compete include Fred Couples, Corey Pavin, Tom

Kite, Bernhard Langer, Hale Irwin, Tom Watson, Ben Crenshaw, Peter Jacobsen, and many other great names. Please visit www.RegionsTradition.com for more information.