



**FOR IMMEDIATE RELEASE**

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**Tickets on sale for 2012 Regions Tradition at Shoal Creek**

Birmingham, Ala. (Nov. 17) – Tickets are now on sale for the Regions Tradition to be held June 6-10, 2012, at renowned Shoal Creek. Tickets are available at [www.regionstradition.com](http://www.regionstradition.com). Fans can order their tickets online and conveniently print them from home.

There are a variety of ticket packages starting as low as \$20. The tournament is announcing a new ticket option this year: a Good-Any-One-Day ticket, to provide greater flexibility for spectators. The tournament is also offering a special holiday package and discounted weekly admission passes through the end of the year. The Regions Tradition Holiday Package includes two (2) Good-Any-One-Day tickets and a logoed Tervis tumbler, for only \$49. The tournament weekly admission pass is available for only \$65 until December 31, with the price increasing to \$80 at the first of the year.

Kids 18 and under are admitted free for grounds admission with a ticketed adult throughout tournament week.

The Regions Tradition will be one of five major championships on the 2012 Champions Tour. This year's Charles Schwab Cup Champion, Tom Lehman is the defending champion of the Regions Tradition. World Golf Hall of Fame members Jack Nicklaus, Lee Trevino, Raymond Floyd, Tom Kite and Tom Watson are among the past champions of The Tradition. Players expected to compete include Tom Watson, Fred Couples, Nick Price, Bernhard Langer, Mark O'Meara, John Cook, Mark Calcavecchia, Hale Irwin and Fred Funk.

Children's of Alabama, the state's only Level 1 pediatric trauma center, will again be the primary beneficiary of charitable contributions generated by the Regions Tradition. By purchasing tickets to the Regions Tradition, fans can play a part in supporting this great cause.

For additional information and to purchase tickets, visit [www.regionstradition.com](http://www.regionstradition.com).

**About The Champions Tour**

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with many of its 29 members of the World Golf Hall of Fame competing regularly in its events and numerous other major championship winners among its members. The Champions Tour is a membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. Points earned in official Charles Schwab Cup events in 2011 will determine the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour's leading player. The Champions Tour's primary purpose is to

provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, protect the integrity of the game and generate significant charitable and economic impact in communities in which it plays. In 2010, tournaments on all three Tours (PGA TOUR, Champions Tour and Nationwide Tour) generated \$120 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.6 billion. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. The PGA TOUR's website is [www.pgatour.com](http://www.pgatour.com), the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

### **About Regions Financial Corporation**

Regions Financial Corporation, with \$130 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, trust, securities brokerage, mortgage and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,800 banking offices and over 2,100 ATMs. Its investment and securities brokerage trust and asset management division, Morgan Keegan & Company Inc., provides services from over 300 offices. Additional information about Regions and its full line of products and services can be found at <http://www.regions.com>.

### **About Bruno Event Team**

Bruno Event Team (BET) is a Birmingham, Alabama-based sports marketing and event management company formed in 1996 by Ronald Bruno and Gene Hallman. Bruno Event Team is experienced in all facets of event management, employing a year-round staff of 70+ employees in nine offices around the United States and one office in Canada. Bruno Event Team services each client with expertise in strategic planning, marketing, advertising, public and media relations, ticket and merchandise sales, sponsor relations, hospitality consulting, event operations, event financial planning/accounting and volunteer coordination. Visit [www.brunoeventteam.com](http://www.brunoeventteam.com) for additional information.

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