



CONTACT:
Tara Gerber
Travelers Championship
860-502-6815
tgerber@travelerschampionship.com

2014 TRAVELERS CHAMPIONSHIP GENERATES IN EXCESS OF \$1.5 MILLION FOR CHARITY

Record amount with Travelers as title sponsor and now more than \$8 million generated for charity since 2007

HARTFORD, Conn., October 27, 2014 – The Travelers Championship today announced that the 2014 tournament generated \$1.558 million for more than 140 charities - the highest dollar amount since Travelers became the title sponsor eight years ago. Each year, the tournament donates 100 percent of its net proceeds to charity, and since 2007 the Travelers Championship has generated more than \$8 million for local and regional charities.

“We are incredibly proud of the results from this year's tournament,” said Travelers Championship Tournament Director Nathan Grube. “Not only did we have an outstanding field of PGA TOUR players, we also hosted many special events throughout the week that all our fans could enjoy. Most importantly, we generated significant funds for more than 140 charities throughout our community.”

In addition to the funds generated for charity, the tournament has also had a tremendous business impact for the state of Connecticut. The tournament has an economic impact of approximately \$28 million annually. The money generated each year and impact on the state routinely position the Travelers Championship as one of the premier events on the PGA TOUR.

“The Travelers Championship has provided us with the opportunity to have a major, measurable and positive impact on the state of Connecticut,” said Travelers Executive Vice President and Chief Administrative Officer Andy Bessette. “Each year the tournament has improved in many aspects. We are most proud, however, that we have been able to significantly increase the amount of money generated for charity to help individuals throughout our region.”

A variety of causes benefited from the Travelers Championship. Amongst them, health and wellness organizations received more than half (54 percent) of the total funds. Other categories of charities that benefited include:

- Animal Welfare – 2 percent
- Arts / Culture – 7 percent
- Education / Youth Development – 19 percent
- Family / Social Services – 10 percent
- Military – 8 percent

“The Travelers Championship is one of our most trusted and important partners,” said The Hole in the Wall Gang Camp Chief Executive Officer Jimmy Canton. “The programs we've been able to implement and the children we've reached are a direct result of the funds we receive annually from the tournament. We're thrilled and honored to be the primary beneficiary each year.”

In conjunction with the tournament, the Travelers Championship offers several events that help to raise charitable funds. In 2014, programs and special events included: BlumShapiro 5K for Camp Courant; The First Tee Charity Classic; Military Appreciation presented by Saint Francis *Care*; Aetna Tournament Players Pro-Am; Operation Shower presented by ConnectiCare; PGA TOUR Player Experience for Junior Golfers presented by CL&P and Yankee Gas; Farmington Bank Family Day; Web.com Small Business Summit; Veterans Hiring and Resource Fair presented by Kaman; Travelers Celebrity Pro-Am; Women's Day presented by Travelers; K9s For Warriors presented by Liberty Bank; Powerstation Events Concert Series; LEGO® Children's Charity Golf Tournament; and the Birdies for the Brave Golf Outing.



Official Event



For the sixth consecutive year, CohnReznick was the presenting sponsor of the Birdies for Charity program. CohnReznick provided a bonus bucks pool of \$50,000 to participating nonprofits where they were able to receive an additional 18.9 percent above their collected pledges. Additionally, there was a Guess the Birdies Sweepstakes, where the grand prize winner will receive a 24-month lease on a brand new Ford Escape SE.

Tickets are now on sale for the 2015 Travelers Championship, which will be held from June 22 to 28 at TPC River Highlands in Cromwell, Conn. Tickets are being offered at the lowest prices they will be all year, starting at just \$20. For more information, please visit www.TravelersChampionship.com.

###

About the Travelers Championship

As the first PGA TOUR event of the season in the Northeast, the Travelers Championship is one of the region's premier sporting events. The tournament proudly supports the PGA TOUR's Tradition of Giving Back by donating 100 percent of net proceeds to charity. The title sponsor of the event is Travelers, a leading provider of property casualty insurance for home, auto and business. Travelers has been doing business in the community for more than 150 years and today has more than 7,000 employees in Connecticut. The Official Property Casualty Insurance Provider of the PGA TOUR, Travelers has been a corporate sponsor of this event each year since its inception in 1952, becoming title sponsor in 2007. Complete details are available on www.TravelersChampionship.com.



Official Event

