

The Principal Charity Classic Awards \$750,000 to Local Children's Charities

**2011 tournament breaks records for charitable donations,
attendance**

(West Des Moines, Iowa) – The 2011 Principal Charity Classic will donate a record \$750,000 to local children's charities, tournament officials announced today at Glen Oaks Country Club in West Des Moines, Iowa, site of the annual PGA Champions Tour tournament. [The Principal Charity Classic](#) is sponsored by [the Principal Financial Group](#)® and presented by [Wells Fargo](#).

“The 2011 Principal Charity Classic was a tremendous success, attracting a record crowd of 75,000. With the help of our 1,200 volunteers, sponsoring businesses and community partners, we're proud of another great year,” said Larry Zimpleman, chairman, president and CEO of The Principal®. “This tournament provides families, golf fans and young professionals the chance to experience all Des Moines has to offer. Most important, it's a chance to give back.”

The Principal Charity Classic received the “[Players Award](#)” for the 2010 tournament, ranking it the number one stop for Champions Tour professionals. In 2009, the tournament was named the ‘Best Managed Event’ on the Tour, an award recognizing community support, attendance, charitable impact and on-site presentation.

“The great effort of the players, sponsors, and volunteers result in not only an outstanding fan experience, but a world-class charity event,” said Mary O’Keefe, chair, The Principal Charity Classic board and senior vice president, The Principal. “It is all “FORE Our Kids”. We're proud and humbled to have such a positive impact on children's charities.”

Over the past five years, The Principal Charity Classic has

raised over \$3 million for local children's charities. Donations from the 2011 tournament will be distributed to five "FORE Our Kids" charities, as well as to more than 75 Birdies for Charity organizations.

The five "FORE Our Kids" charities are:

- Blank Children's Hospital
- BRAVO Greater Des Moines
- The Community Foundation of Greater Des Moines (tournament host organization)
- United Way of Central Iowa
- Variety—The Children's Charity

According to the PGA Tour, The Principal Charity Classic is among the top two of all Champions Tour events in terms of tournament generated proceeds raised for charity.

In addition to benefitting local charities, the PGA Tour and an Iowa State University study estimate the tournament generates an economic impact of \$20.8 million for the region, including increased business for area hotels, restaurants, shopping establishments and other entertainment venues. The event also showcases Des Moines to a national television audience and to more than 80 PGA Champions Tour golfers.

Representatives from all of the "FORE Our Kids" charities and the benefitting Birdies for Charity organizations attended today's announcement to show their appreciation for the tournament's support. "Funding from The Principal Charity Classic helps us provide much-needed services to our children," said Sheri McMichael, executive director, Variety – The Children's Charity of Iowa. "The donation from the 2011 tournament will give more than 5,000 kids the freedom to experience educational, cultural and recreational activities through Variety Van transportation."

About The Principal Charity Classic

The Principal Charity Classic is an annual Champions Tour event at Glen Oaks Country Club in West Des Moines. The Greater Des Moines Community Foundation plays host to the event, which is focused on philanthropic giving for designated “FORE Our Kids” charities: Blank Children’s Hospital, Bravo Greater Des Moines, Greater Des Moines Community Foundation, United Way of Central Iowa and Variety-The Children’s Charity. The 2011 Principal Charity Classic tournament was played May 30 – June 5, 2011, at Glen Oaks Country Club in West Des Moines, Iowa. For more information on the charities and the tournament, visit www.principalcharityclassic.com, or connect with the tournament on [Facebook](#) or [Twitter](#).

About the Principal Financial Group

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