



**FOR IMMEDIATE RELEASE**

## **Bruno Event Team Announces New AVP and Tournament Director for The Principal Charity Classic in Des Moines**

**Birmingham, Ala. (Jan 10)** - Bruno Event Team announced today that Greg Conrad will be the new assistant vice president of the golf division for Bruno Event Team and tournament director for The Principal Charity Classic presented by Wells Fargo. Conrad will oversee the Champions Tour event in Des Moines, Iowa, starting February 1.

“We are thrilled to have Greg rejoin our team,” stated Gene Hallman, Bruno Event Team president and CEO. “He brings a wealth of industry knowledge and experience to an already successful tournament.”

Conrad joins Bruno Event Team, a Birmingham, Ala., based sports marketing and event management company, with extensive experience in golf tournament management. Since 2008, he has served as vice president of tournament business affairs for the LPGA Tour. Prior to his post with the LPGA, Conrad was the championship director for Bruno Event Team for the U.S. Senior Open in Hutchinson, Kan., and was also the director of sales and marketing for The International, the former PGA TOUR stop in Castle Rock, Colo. Conrad started his career in sporting events as an account executive for the Denver Nuggets after graduating from the University of the Pacific with a degree in sports administration.

“I’m excited to return to Bruno Event Team,” stated Conrad. “I have always admired the tremendous talent of this group, and I am looking forward to working with one of the leaders in this industry.”

“Greg was a natural fit for this position,” stated Hallman. “He will be a tremendous leader for this great charitable event in Des Moines.”

The Champions Tour recently announced that “FORE Our Kids”, the fundraising initiative of The Principal Charity Classic, which benefits children’s charities throughout central Iowa, was the 2013 Champions Tour

Charity of the Year. Bruno Event Team has managed The Principal Charity Classic for the past seven years, in which time the tournament has raised more than \$5 million for central Iowa children's charities. For more information on Bruno Event Team, visit [www.brunoeventteam.com](http://www.brunoeventteam.com).

### **About Bruno Event Team**

Bruno Event Team (BET) is a Birmingham, Ala., 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 80+ employees in twelve offices around the United States and 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 and accounting, as well as volunteer coordination. Visit [www.brunoeventteam.com](http://www.brunoeventteam.com) for additional information.

### **About The Principal Charity Classic**

The Principal Charity Classic is an annual Champions Tour event. The Community Foundation of Greater Des Moines plays host to the event, which is focused on philanthropic giving for designated "FORE Our Kids" charities. The 2014 Principal Charity Classic tournament will be played May 27 – June 1 at Wakonda Club in Des Moines, Iowa. For more information on the charities and the tournament, visit [www.principalcharityclassic.com](http://www.principalcharityclassic.com) or connect with the tournament on [Facebook](#) or [Twitter](#)

##

### **Media Contact:**

Jessica Sciacca  
Bruno Event Team  
205.919.2332  
[jsciacca@brunoeventteam.com](mailto:jsciacca@brunoeventteam.com)