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**BIRMINGHAM-BASED SPORTS MARKETING COMPANY ANNOUNCES
PROMOTION OF SENIOR LEADERSHIP**

*Bruno Event Team Manages World-Class Events throughout 12 Offices in the
United States and Canada*

Birmingham, Ala. (Oct. 24) — Bruno Event Team (BET), a leader in delivering event excellence, announced today that Sean Van Kesteren has been promoted to assistant vice president and senior director of Bruno Event Team’s golf division in Canada. BET currently works alongside governing bodies and associations to manage three United States Golf Association (USGA) championships, the 2018 BMW Championship on the PGA TOUR for the Western Golf Association (WGA), one annual LPGA tournament in Canada and four annual events on the PGA TOUR Champions including Canada’s Shaw Charity Classic under Van Kesteren’s leadership.

Sean Van Kesteren joined Bruno Event Team in 2013 as executive director of the Shaw Charity Classic. With 25 years of experience in the golf and sports marketing business, Van Kesteren is responsible for the overall success of the award-winning PGA TOUR Champion’s Shaw Charity Classic, which has raised \$13.7 million to date for children’s charities across Calgary, Alberta in just four years

“Sean is a strong leader in our company and he has played a significant role in the success of some of our biggest events and the growth we’ve had in Canada,” stated Sean Sovacool, president of Bruno Event Team’s golf division. “Last year was truly one of our best years in the company’s history, and while we are grateful for his service, we are even more excited about where he will continue to take Bruno Event Team in the coming years.”

Before joining the Shaw Charity Classic, Van Kesteren held a number of senior leadership positions at Golf Canada, including managing director of Professional Championships, tournament director of the Canadian Women's Open and Canadian Women's Tour, and director of Rules & Amateur Competitions. He was a member of the LPGA's Tournament Owners Association Board and has officiated, attended and conducted more than 150 professional and amateur golf championships.

Sean attended Shorter College in Rome, Georgia, on a golf scholarship earning a Bachelor of Science degree in sports management during which time he gained valuable experience working for the American Junior Golf Association and Pinehurst Golf & Country Club.

Moving forward, Van Kesteren will continue his role as executive director of the Shaw Charity Classic, while continuing to grow business efforts throughout Canada.

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About Bruno Event Team

Bruno Event Team (BET) is a Birmingham, Ala., based sports marketing and event management company formed in 1995 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 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 for additional information.

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