



Date: Saturday, April 24, 2010

The Event: Swingtime is a cause-related marketing special event created by C & H Events as a fundraiser for charitable causes. C & H Events was pleased to work with the Tim & Tom Gullikson Foundation for 10 years and now looks forward to teaming with the new beneficiary, Be A Star Foundation, in its 11th year. Swingtime Benefiting the Be A Star Foundation will continue to deliver international sports figures and celebrities to participate in Event activities. These stars donate their services to raise awareness and revenues for Be A Star Foundation, which assists critically ill children and their families.

Among the celebrities who have supported this Event are ATP World Tour superstars Andy Roddick, James Blake, Mardy Fish, Jim Courier, Todd Martin, Tommy Haas, Sony Ericsson WTA Tour tennis players Serena Williams, Venus Williams, Jennifer Capriati, and Nicole Pietrangeli, PGA professional Brad Faxon, former LPGA greats Jane Geddes and Michelle McGann, Olympians Bob Beamon, Blaine Wilson, and Shannon Miller, Major League Baseball stars Gary Carter, Keith Hernandez, and Bill Gullikson, NFL Hall of Famers Joe Namath, Paul Warfield and Larry Little, actors Robin Givens, Michael Lombardi, and James McDaniel, sportscasters Karl Ravech, Rich Eisen, Linda Cohn, Brett Haber, and Mary Carillo, all-time women's tennis legend Chris Evert, and many more.

Swingtime has a unique format combining a round-robin tennis pro-am and golf pro-am tournament. This format also includes a star-studded evening attended by the celebrities providing guests with guaranteed interaction with all the stars. Swingtime provides companies and individuals with marketing and entertainment benefits and a strong community association.

Beneficiary: Be A Star Foundation was created by the Healey family who experienced first-hand the emotionally and financially devastating effects of caring for a child with cancer. After the experience, the family decided they wanted to do something to help other families in the community with similar situations.

Be A Star Foundation assists critically ill children and their families in South Florida. In the first year of fundraising, Be A Star Foundation was able to raise \$250,000 for P.O.S.T. (the Pediatric Oncology Support Team) at the Children's Hospital at St. Mary's Medical Center. P.O.S.T. helps children with cancer and their families deal with the impact of cancer by providing free comprehensive services and support. Be A Star Foundation also supports the Nicklaus Children's Health Care Foundation, which was established to provide support to enhance the diagnosis, treatment, and prevention of childhood diseases and disorders.

In the five years since Be A Star Foundation was started, it has been able to raise more than \$3 million for the Pediatric Oncology Support Foundation and the Nicklaus Children's Health Care Foundation.

Host Site: Ibis Golf & Country Club in West Palm Beach, Florida.

2010 Field: Event Host Kathy Rinaldi will be joined by a field of current and former tennis professionals plus additional celebrities from sport, television and film. Confirmed celebrities include tennis professionals Jimmy Arias, Aaron Krickstein, Mikael Pernfors, and Hana Mandlikova, LPGA player Michelle McGann, PGA golfer Jay Townsend, NFL stars Jerome and Stockar McDougle, MLB greats Bill Gullikson and Rennie Stennett and many more.

Format:

Tennis Pro-Am:	9:00 a.m. – 12:00 p.m. Opportunity to play with and against current and former touring tennis professionals.
Luncheon:	12:00 p.m. – 1:00 p.m. Tennis and golf participants will enjoy lunch with athletes and celebrities.
Golf Pro-Am Tournament:	1:00 p.m. Each foursome plays with a current or retired athlete/celebrity.
Awards Reception:	Immediately following the Golf Pro-Am Tournament. Awards and prizes are presented to competition winners and champion teams.
Dinner Party:	7:00 p.m. Mingle and dine with professional athletes and celebrities. Dinner party includes cocktail reception, dinner, live and silent auction and entertainment.

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