



The Giving Game

In a sport where a “gimme” is often permitted in friendly play, “give to others” is the rule in South Carolina’s tournament play.

South Carolina is famous for its hospitality, its outstanding golf courses and for reaching out to help a friend in need.

How clever of this state to find a way to combine all of these traits into one wonderful way to have fun.

Enjoying a beautiful day in the sunshine on some of the finest golf courses in the nation while rubbing elbows with pros and celebrities turns out to be a great way to raise money for a worthy cause. So South Carolina hosts numerous golf tournaments where the rivalry is fierce, but the rewards to charities bring big smiles.

And you certainly don’t have to be a golfer to have a ball at these events.

Our heritage is great golf.

The best known South Carolina tournament is *The Heritage*, held each spring for the past 35 years on Hilton Head Island’s Harbour Town Golf Links in the Sea Pines Resort. The course provides the players with a wonderful test of shot-making while offering fans and guests a memorable setting to enjoy. Since its inauguration in 1969, the tournament has

attracted the biggest names in golf every year. *The Heritage Classic Foundation* has donated \$8.5 million to charities and educational institutions since its inception in 1987.

The 2002 Heritage, won by Justin Leonard, celebrated a record-breaking \$1,086,067 in donations.

This golf is good enough to eat.

BI-LO, a favorite regional supermarket chain, hosts one of the largest one-day benefit golf tournaments in the United States. The BI-LO Charity Classic has raised nearly \$14 million for charities during its 18-year history. In fact, last year alone, the Charity Classic raised more than \$2.7 million for more than 350 organizations. Proceeds support hunger relief organizations that include Meals on Wheels, a highly successful program that delivers hot meals to the homebound, children's charities and educational causes.

The players in this exciting event are all amateurs from across the country. More than 800 players participated in the 2002 tournament, held on Upstate courses that included The Cliffs at Glassy, Links O'Tryon, Pebble Creek, Riverside at Greenville Country Club, Thornblade Club, The Cliffs at Keowee Vineyards and Verdae Greens.

This one's a Hoot.

Fans of two-time Grammy award winners Hootie & the Blowfish may already know that band members Darius Rucker, Jim "Sonni" Sonefeld, Dean Felber and Mark Bryan share their passion for music with a passion for golf. The band also has a desire to provide musical and educational opportunities to children who may not have strong family or community advocates. They put it all together to establish the annual Hootie & the Blowfish Monday after the Masters Celebrity Pro-Am Charity Golf Tournament. And yes, it takes place every spring on the Monday after the Masters Tournament is played in Augusta, Ga.

The eighth annual tournament in 2002 was played at Kiawah Island on the Jack Nicklaus-designed Turtle Point golf course. The team, headed by PGA Tour professional Matt Kuchar and NFL tailback Kijana Carter, won the tournament with an impressive score of 56. Over the first seven years, the tournament donated more than \$1.4 million to the South Carolina Junior Golf Foundation and the Hootie & the Blowfish Foundation, an endowment created to benefit children of South Carolina through education and to support school music programs nationwide. Said lead singer Darius Rucker, "Many thanks to our friends and celebrities for their hearts and open pockets."

Mountains of money (for charity).

In South Carolina's Upstate, in the foothills of the Blue Ridge Mountains near Greenville, the BMW Charity Pro-Am has raised more than \$1 million for non-profit organizations in only two years. This tournament newcomer is played each spring at two breathtaking venues. The first is the Tom Fazio course at The Cliffs at Keowee Vineyards on Lake Keowee, a crystal-clear lake surrounded by mountain vistas. The other is on the lush Ben Wright British links-style course at nearby Cliffs Valley. This tournament offers spectators a chance to see great golf, beautiful settings and such popular celebrity players as Kevin Costner, John Elway, South Carolina native Thomas Gibson (*Dharma & Greg*), John O'Hurley (*Seinfeld*) and Johnny Bench.

Come join the party. The money raised for charities by these exciting tournaments assures that everyone goes home feeling like a winner.

If you go...

The Heritage—www.pgatour.com/tournaments/r012

Hootie & the Blowfish Monday after the Masters Celebrity Pro-Am Charity Golf Tournament—www.hootiegolf.com

BMW Charity Pro-Am at The Cliffs—
www.cliffscommunities.com or www.pgatour.com

BI-LO Charity Classic—www.BI-LO.com

