

BOB HOPE CHRYSLER CLASSIC CELEBRATES 50TH ANNIVERSARY



Arnold Palmer and Bob Hope together in 1984 at the Bob Hope Classic.

Golf legend Arnold Palmer, who won the very first Bob Hope Chrysler Classic in 1960, will host the 50th anniversary of the tournament January 19 through 25, 2009.

The five-day Bob Hope Chrysler Classic is played each winter on four different desert courses. It features 128 top PGA Tour professionals and 384 amateur contestants, including an exciting list of celebrities. This year, the tournament will be played at the Palmer Private Course at PGA West; Bermuda Dunes Country Club, an original course in the first tournament in 1960; La Quinta's SilverRock Resort; and, the Nicklaus Private Course at PGA West.

In 49 years, the tournament has donated more than \$45 million to local charities throughout the Coachella Valley. The tournament's primary beneficiary, Eisenhower Medical Center has received more than \$30 million in support from the Classic throughout the years, making the tournament one of the most significant sources of support for Eisenhower. In January 2006, Eisenhower honored the Classic by renaming a 50,000 square-foot professional building the Bob Hope Chrysler Classic Medical Building.

Tickets for the Bob Hope Chrysler Classic are priced at only \$25 per day, with several packages offering additional savings. For further information or to purchase tickets, please visit www.bhcc.com or call 888-MRB-HOPE.