



FOR IMMEDIATE RELEASE

Looking for the Perfect Holiday Gift for Your Favorite Golfer?
Buy the 2012 Albertsons Boise Open presented by Kraft golf and ticket package!

Holiday Special!

Albertsons BOISE OPEN PRESENTED BY KRAFT

Nationwide Tour PGATOUR DRIVEN.

HILLCREST COUNTRY CLUB | SEPTEMBER 10-16, 2012

FOURSOME PACKAGE GIFT OFFER:

- ✓ Four weekly tournament tickets - \$140 value (at-gate price)
- ✓ Four Hillcrest Clubhouse VIP passes for the tournament - \$140 value (at-gate price)
- ✓ One tournament cap - \$20 value

Total value: \$300 - **ONLY \$150!**

100% SUPPORTS CHARITY

100% of ALL ticket sales supports local charities!

www.albertsonsboiseopen.com

A production of Jeff Sanders Promotions | www.jspgolf.com | (208) 336-3029

(Boise, ID – November 29, 2011) – Are you looking for a great gift for the stocking of your favorite golfer? Do you want to help give back to local charities during the holiday season? There's no better way to do so than purchasing tickets to the 2012 Albertsons Boise Open presented by Kraft Nationwide Tour event!

Thanks to the Sara Lee TICKETS Fore CHARITY program, 100% of all ticket sales go directly to local charities. Sales are distributed monthly, so your purchase today will benefit your favorite charity during the holiday season.

The FOURSOME PACKAGE makes for a perfect gift. Your package includes:

- Four weekly tournament tickets - \$140 value at-gate price
- Four Hillcrest Clubhouse VIP passes for the tournament - \$140 value at-gate price
- One tournament cap - \$20 value

A \$300 value, but the cost of the ticket package is ONLY \$150!

Place your order by December 15th and buy your 2012 ticket package in time to give a gift AND help your favorite charity this holiday season!

The Albertsons Boise Open presented by Kraft will return to Hillcrest Country Club in September 2012, promising another week of great golf, good fun, and with more hard work by all involved, hopefully an even greater contribution to charity. The \$1,076,000 provided this year brought the Albertsons Boise Open presented by Kraft to nearly \$13 million dollars in total charitable contributions over the years, ranking the event #1 in charitable giving on the Nationwide Tour. Charities interested in participating in the Sara Lee TICKETS Fore CHARITY™ program are encouraged to sign up by contacting Michelle Birman at michelle@jspgolf.com

The Albertsons Boise Open presented by Kraft is produced by Jeff Sanders Promotions, Inc. Portland, Oregon.
www.jspgolf.com

ABOUT SUPERVALU INC

SUPERVALU INC. is one of the largest companies in the U.S. grocery channel with annual sales of approximately \$37 billion. SUPERVALU serves customers across the United States through a network of approximately 4,300 stores composed of 1,106 traditional retail stores, including 800 in-store pharmacies; 1,294 hard-discount stores, of which 915 are operated by licensee owners; and 1,900 independent stores serviced primarily by the company's traditional food distribution business. SUPERVALU has approximately 135,000 employees. For more information about SUPERVALU visit www.supervalu.com.

ABOUT THE NATIONWIDE TOUR

Founded (1990), owned and operated by the PGA TOUR, the Nationwide Tour identifies those players who are ready to compete and win on golf's biggest stage. As the official proving ground of the PGA TOUR, two out of three PGA TOUR members are Nationwide Tour alumni. Tour alumni have won 320 PGA TOUR titles, including 14 majors and four PLAYERS Championships. Twenty-five PGA TOUR cards were at stake over the course of 26 events during the 2011 season. Nationwide Insurance is the Tour's umbrella sponsor through 2012. The PGA TOUR, through the efforts of its three tours and their tournaments, sponsors, players and volunteers, supports over 2,000 local charities and has surpassed \$1.6 billion in charitable giving. To learn more about the PGA TOUR and Nationwide Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM, Twitter and Facebook.

ABOUT JEFF SANDERS PROMOTIONS, INC.

Jeff Sanders Promotions, Inc. (JSP) is a national leader in the golf event management industry. Founded in 1989 by former University of Oregon All-American golfer and PGA TOUR member Jeff Sanders and based in Portland, Ore., JSP has produced more than 250 events across the country that have been responsible for

generating nearly \$65 million for non-profit organizations. For more information, please visit www.jspgolf.com.

CONTACTS

Jeff Sanders, Executive Director, Jeff Sanders Promotions Inc, 503-807-0950, jeff@jspgolf.com

Christina Duin, Marketing Coordinator, Jeff Sanders Promotions Inc, 503-924-6210, christina@jspgolf.com

###