



FOR IMMEDIATE RELEASE

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## **News Sentinel Open Presented by Pilot Swings Back into Action in Knoxville Aug. 22-28**

KNOXVILLE, Tenn. – The Knoxville News Sentinel has entered into a partnership with Pilot to present the News Sentinel Open, one of the Nationwide Tour’s four original events that is still on the schedule, it was announced today at a news conference at the newspaper’s headquarters.

The official name of the 2011 tournament will be the "News Sentinel Open presented by Pilot." Tournament officials also confirmed that the tournament will be played the week of Aug. 22-28, 2011, at Fox Den Country Club in Farragut.

“The News Sentinel is proud to partner with the PGA TOUR again to bring this first-class professional golf tournament to Knoxville,” said Patrick Birmingham, president and publisher of the Knoxville News Sentinel. “We’re also thrilled that this year we’ve partnered with presenting sponsor Pilot. Pilot’s generosity helps us ensure the continued success of the tournament as well as the significant financial impact the tournament generates for local charities. This year’s ticket proceeds again will be donated to local nonprofit organizations, so I encourage you to bring your family to enjoy an outstanding event played at the beautiful and challenging Fox Den Country Club and help a good cause.”

Last year the proceeds from every ticket sold to the public were donated directly to local nonprofit organizations. The News Sentinel Open generated more than \$56,000 in 2010, which benefited the Boys & Girls Clubs of the Tennessee Valley, News Sentinel Empty Stocking Fund, The First Tee, University of Tennessee Partners in Sports and Sports Management Scholarship in honor of Buck Jones, Shriners Kerbela Temple, East Tennessee Children’s Hospital, UT Medical Center, Ronald McDonald House of Knoxville, Concord United Methodist Men and the Tennessee Society of the Sons of the American Revolution.

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**News Sentinel Open**

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“Pilot is very proud to serve as the presenting sponsor of the 2011 News Sentinel Open,” said Mitch Steenrod, senior vice president and chief financial officer for Pilot. “One of our core philosophies at Pilot is to ‘Do the right thing all the time.’ To us, one of the right things to do is to give back to the community. The News Sentinel Open is a community event that not only brings an exciting professional golf tournament to Knoxville but also benefits several of our important local nonprofit organizations. It’s a win-win that Pilot is thrilled to support. We look forward to seeing everyone on the greens in August.”

The more than 40,000 people who attended last year’s News Sentinel Open put Knoxville in the top ten cities on the Nationwide Tour. The tournament created a 6-8 million dollar economic impact for the community and involved hundreds of volunteers who helped to make the tournament a success.

"The PGA TOUR welcomes Pilot as the new presenting sponsor of the Nationwide Tour's News Sentinel Open," said Nationwide Tour president Bill Calfee. "With a model corporate citizen such as Pilot joining the leadership of the Knoxville News Sentinel, the event is poised to grow to even more impressive heights beyond its storied 22-year history. We invite the entire community to come out to see the next PGA TOUR stars and be part of an event that generates charitable dollars benefitting the community 52 weeks a year.

Just as last year, tickets for the News Sentinel Open presented by Pilot will be priced at \$10 per day or \$25 for a tournament pass. Kids under 16 can attend for free, and active members of the military and their immediate family members also can attend free.

“The goal of every Nationwide Tour event is to support charities in the cities in which its events are held,” said tournament director Patrick Nichol. “We accomplish that goal through the support of the both the local business community and the Knoxville community as a whole. This is truly a community event that is made successful by the attendance and enthusiasm of everyone throughout the greater Knoxville area. I encourage everyone to bring the family, gather up your friends and join us in August at the News Sentinel Open presented by Pilot. I invite you to also check out tickets for our hospitality

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**News Sentinel Open**



venues, the Copper Cellar 19<sup>th</sup> Hole and the Coors Light Club House. We're expecting some great golf to be played – and enjoyed by the community.”

The Nationwide Tour has been a fixture on the Knoxville sports scene, welcoming the future stars of the PGA TOUR to eastern Tennessee every year since the Tour's inception in 1990. Fan-favorite John Daly tied for 42<sup>nd</sup> in last year's News Sentinel Open, but he'll be back in Knoxville come August to tackle the Fox Den course again.

“The course was great. It was a great venue. A lot of fans came out and watched,” said Daly of the 2010 tournament. “[The Knoxville News Sentinel] sponsoring and Pilot being on board – it's just a great fit for them to want me here.”

Pilot also sponsors John Daly as a professional PGA TOUR player.

Past champions of the Knoxville event who have gone on to capture PGA TOUR titles are Jeff Maggert (1990), Brian Henninger (1992), Tom Scherrer (1995), J.J. Henry (2000), Heath Slocum (2001), Vaughn Taylor (2003) and Chez Reavie (2007).

Two of the last three Knoxville tournaments have ended dramatically in playoffs, with Jarrod Lyle (2008) and Kevin Johnson (2009) prevailing. In 2010, University of Georgia graduate Chris Kirk, born in Knoxville, beat out Travis Bertoni for the title.

Knoxville is joined by Boise, Idaho, Springfield, Mo. and Wichita, Kan. in having hosted a Nationwide Tour event every year since 1990. Fox Den Country Club has been the host venue in Knoxville every year since 1999.

For more information about sponsorships and tickets, individuals may call 865-966-7693.



#### **ABOUT THE KNOXVILLE NEWS SENTINEL**

Founded in 1886, the Knoxville News Sentinel is an award-winning daily newspaper in Knoxville, Tennessee. The newspaper is owned by E.W. Scripps Company. The E.W. Scripps Company is a diverse media enterprise with interests in television stations, newspapers, local news and information Web sites, and syndication of news features and comics. For a full listing of Scripps media companies and their associated Web sites, visit <http://www.scripps.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 304 PGA TOUR titles, including 13 majors and four PLAYERS Championships. Twenty-five PGA TOUR cards will be at stake over the course of 26 events in 2011. 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 NATIONWIDE**

Nationwide, based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the U.S. and is rated A+ by A.M. Best. The company provides a full range of personalized insurance and financial services, including auto insurance, motorcycle, boat, homeowners, life insurance, farm, commercial insurance, administrative services, annuities, mortgages, mutual funds, pensions, long-term savings plans and health and productivity services. For more information, visit [www.nationwide.com](http://www.nationwide.com).

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### ABOUT PILOT

Headquartered in Knoxville, Tenn., Pilot operates 40 convenience stores in Tennessee. For more information about Pilot, visit <http://www.pilotcorp.com>.

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### Media Contacts

Patrick Nichol  
News Sentinel Open  
Tel: 904-910-2690  
Email: [pnichol@tourvisionpromotions.com](mailto:pnichol@tourvisionpromotions.com)  
[www.knsopen.com](http://www.knsopen.com)

Jeff Adams  
PGA TOUR  
Tel: 904-273-3397  
Email: [jadams@pgatorhq.com](mailto:jadams@pgatorhq.com)

Justin Kropff  
News Sentinel Open  
Tel: 865-292-7883  
Email: [media@knsopen.com](mailto:media@knsopen.com)  
[www.knsopen.com](http://www.knsopen.com)

Angie Clabo  
Knoxville News Sentinel  
Tel: 865-919-0655  
Email: [claboa@knoxnews.com](mailto:claboa@knoxnews.com)

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