

FOR IMMEDIATE RELEASE

Black Gold Golf Club to launch “The GIVE Initiative”

YORBA LINDA, Calif. – April 28, 2010 — Black Gold Golf Club announced that the Black Gold GIVE Initiative, a program designed to help Southern California non-profit organizations raise money, is set to launch May 1, 2010.

The Black Gold GIVE Initiative is a program that offers the GIVE rate for two hours a day, Monday thru Friday, in which \$12 of each green fee will be donated to the golfer's choice of participating organizations. Even more appealing is the fact that the GIVE rate is only \$67, compared to the standard rates of \$87 or \$99 on Fridays, the GIVE rate will encourage golfers to hit the links for a cause. In order to receive the GIVE rate, the golfer must call the pro shop for a tee time and ask for the GIVE rate, or ask for the GIVE rate at check-in, then indicate which participating non-profit they would like their \$12 donation to go to. Starting May 1 and continuing through Nov. 1, the GIVE rate hours will be 12:00 p.m.-2:00 p.m.

Southern California non-profit organizations are encouraged to register at the golf club to participate in the free program. A wide range of organizations are already signed on as participants, including the Eli Home, CHOC Children's Hospital, Tee Off For Dogs to For Families of Active Military, with more organizations getting involved daily.

“The recent economic climate has hit the non-profit community incredibly hard.” said Brittany Kelley, director of sales and marketing and creator of the GIVE Initiative, “From the fundraising events that are hosted at Black Gold, we have witnessed how hard these organizations work to raise funds for their programs and services. It is remarkable what these people and organizations do for our community. ”

Black Gold Golf Club is owned by the City of Yorba Linda and managed by Northbrook, Ill.-based KemperSports since 2001. The 18-hole championship course sits in close proximity to Disneyland, the Anaheim Resort and just one mile north of the Richard M. Nixon Library and birthplace. Designed by Arthur Hills, the challenging par-72 layout incorporates several water features, slight elevation changes, rolling hills, strategic

bunkering and breathtaking vistas overlooking Orange County. Black Gold's regal clubhouse, offering panoramic views of the surrounding landscape, features banquet facilities for more than 200 guests. Amenities include a grillroom, corporate meeting room, finely appointed golf retail shop as well as men's and women's locker rooms. The fully lighted practice area includes 28 natural turf stations and two practice greens.

For more information about the GIVE Initiative please visit www.BlackGoldGolf.com/GIVE or call 714.961.0253 x 154.

About KemperSports

Northbrook, Ill.-based KemperSports operates golf facilities as well as athletic clubs, lodging venues and major sporting events, including nationally ranked courses and tournament venues such as Bandon Dunes Golf Resort, Dorado Beach Resort & Club, The Glen Club, Harding Park, Desert Willow Golf Resort and Chambers Bay, host of the 2010 U.S. Amateur and the 2015 U.S. Open. Affiliate KemperSports Marketing & Communications, a sports marketing, events and public relations agency, has produced and managed major national and international events, including the EA SPORTS Maui Invitational college basketball tournament. For more information, visit www.kempersports.com.

###

Editor's note: High resolution images are available upon request.

Contact:
Brittany Kelley, Sales and Marketing Director
714.961.0253 x154 BKelley@BlackGoldGolf.com