



NEWS RELEASE

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NWA FOOD BANK RECEIVES RECORD DONATION IN CONNECTION WITH WALMART NW ARKANSAS CHAMPIONSHIP

ROGERS, Ark. - As the primary charitable beneficiary of this year's Walmart NW Arkansas Championship presented by P&G, the Northwest Arkansas Food Bank will receive a minimum cash and food donation of \$500,000, tournament officials announced today.

According to Marge Wolf, President and CEO of the Northwest Arkansas Food Bank, this gift on behalf of the tournament and its sponsors represents the single largest contribution the organization has ever received.

"A gift of this size has the potential to help feed 40,000 families in need in this region," Wolf said. She added that the gift will also enable the Food Bank to purchase an additional refrigerated vehicle to help the organization transport food throughout the region.

Established in 1988, the Northwest Arkansas Food Bank distributes approximately six million pounds of food annually to individuals and families in need through 130 agencies and affiliates in the region.

"The catalyst for this gift was a \$200,000 cash contribution to the Food Bank from the Walmart Foundation," said Jay Allen, Tournament Chairman. "The Foundation gift came in the form of a challenge grant with the expectation that the tournament and its sponsors would follow suit with contributions of their own totaling at least \$200,000. In fact six other tournament sponsors along with the tournament responded to the challenge grant with an additional \$300,000 in cash and food donations to the Food Bank bringing the total contribution to a minimum of \$500,000."

In addition to this contribution, those attending the M&M's/Extra Dickson Street Concert in Fayetteville featuring Huey Lewis and the News on Friday, Sept. 9 will be able to add to this contribution. The concert is free to the public but those in attendance will have an opportunity to make a voluntary donation of \$5 or more with all proceeds benefitting the NWA Food Bank.

Along with the Walmart Foundation, the sponsors who made contributions of cash and food toward this initiative include Campbell's, General Mills, Kraft, Mars & Wrigley, Sara Lee and Tyson.



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This contribution adds to the tournament's history of charitable outreach in Northwest Arkansas. Last year more than \$235,000 in charitable contributions was given to local charities through cash contributions and a special charity ticket program.

For more tournament information visit www.nwachampionship.com or follow the tournament on [Facebook.com/NWACHampionship](https://www.facebook.com/NWACHampionship) and on [Twitter.com/NWACHampionship](https://twitter.com/NWACHampionship).

About Walmart

Wal-Mart Stores, Inc., (NYSE: WMT) serves customers and members more than 200 million times per week at more than 8,400 retail units under 55 different banners in 15 countries. With fiscal year 2010 sales of \$405 billion, Walmart employs more than 2 million associates worldwide. A leader in sustainability, corporate philanthropy and employment opportunity, Walmart ranked first among retailers in Fortune magazine's 2010 Most Admired Companies survey. Additional information about Walmart can be found by visiting <http://www.walmartstores.com/>. Online merchandise sales are available at <http://www.walmart.com/> and <http://www.samsclub.com/>.

About Procter & Gamble

Four billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 127,000 employees working in about 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About the LPGA (Ladies Professional Golf Association)

The LPGA is the world's leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries. With a Vision to inspire, empower, educate and entertain by showcasing the very best of women's golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management. The Duramed FUTURES Tour serves as the official developmental tour of the LPGA, consistently producing a pipeline of talent ready for the world stage. The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: www.LPGA.com, www.facebook.com/lpga.official, www.twitter.com/lpga, and www.youtube.com/lpgavideo.

About Octagon Global Events

Octagon Global Events is a division of Octagon, the world's largest sports and entertainment representation and marketing agency. Octagon Global Events focuses on premium event/property management, providing strategic corporate solutions. The division currently manages two Champions Tour events, two LPGA Tour events, one Nationwide Tour event and the Toyota Texas Bass Classic. For more information, visit www.octagonglobalevents.com.

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