



## **Bill Perocchi Named to Monterey Peninsula Foundation Board of Directors**

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Monterey, California --- Monterey Peninsula Foundation, host organization of the AT&T Pebble Beach National Pro-Am, announced today that Bill Perocchi, CEO of Pebble Beach Company, has joined the board of directors.

Perocchi joins board members John Anton, David Clark, Doug Mackenzie, JB McIntosh, Ron Spears and Dan Tibbitts as well as Chairman Clint Eastwood and Vice Chairman Peter Ueberroth. He replaces Paul Leach who will be stepping down after 14 years of service to the Foundation.

“Bill has demonstrated great leadership in his role as CEO of Pebble Beach Company and we look forward to his expertise on the Foundation board,” states Chairman Clint Eastwood.

Monterey Peninsula Foundation not only conducts the AT&T Pebble Beach National Pro-Am, but awards grants to a wide variety of charitable organizations from proceeds generated by the annual tournament. The Foundation’s focus is on programs which benefit arts and culture, community and environment, education, health and human services, and youth locally and throughout Northern California.

“I’m looking forward to working with other members of the board and continuing the long-term partnership enjoyed by the Foundation, AT&T and Pebble Beach Company,” states Perocchi. “The Monterey Peninsula Foundation plays an enormous role in the community and I am honored to be a part of their charitable endeavors.”

Since the AT&T Pebble Beach National Pro-Am came to the Monterey Peninsula in 1947, nearly \$85 million has been raised for nonprofit organizations. Grants will be awarded to qualifying 501 (C) (3) organizations from proceeds of the 2010 tournament throughout the year. Information on the grant application process may be obtained through the Monterey Peninsula Foundation website: [www.montereypeninsulafoundation.org](http://www.montereypeninsulafoundation.org).

In addition to the AT&T, Monterey Peninsula Foundation also conducts The First Tee Open at Pebble Beach on the Champions Tour, a unique event pairing leading junior golfers from across the country with the legends of golf. This year’s tournament will be held over Labor Day weekend on Pebble Beach Golf Links and Del Monte Golf Course.

Proceeds from The First Tee Open at Pebble Beach help fund The First Tee which is dedicated to impacting the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Information is available on the tournament website: [www.thefirstteeopen.com](http://www.thefirstteeopen.com).

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