



## **Atlanta Named Multi-Year Host of the TOUR Championship**

ATLANTA (Oct. 15, 2002) – Atlanta has once again fortified its reputation as the “Sports Capital of the World” with a landmark agreement between the PGA TOUR and The Coca-Cola Company, headquartered in Atlanta, which begins a global multi-year partnership. Starting this year and extending through 2005, Atlanta's East Lake Golf Club, site of this year's TOUR Championship and previously the host site for the event in 1998 and 2000, has become the event's primary host venue. The base agreement includes an option for an additional six-year extension through 2011.

This year's TOUR Championship marks the second hosted in Atlanta in three years. Georgia is known for its golf – Georgia is the only state, since 1962, to host two major tournaments in one year, and the only state to do so more than once (1976, 1981 and 2001). Georgia is home to 450 golf courses, and, since 1999, there are 14 brand new courses. Georgia's courses are among the nation's finest; *Golf Magazine* lists Augusta National Golf Club, East Lake Country Club, Peachtree Golf Club and Ocean Forest Golf Course as four of the “Top 100 Courses in the U.S.”

“We are proud that Atlanta, the East Lake Golf Club and the East Lake Community Foundation can now be known as the home of the TOUR Championship,” says Spurgeon Richardson, Atlanta Convention & Visitors Bureau (ACVB) president. “We are excited to add another major annual sports event to our roster and are the best choice to host this prestigious event because of everything from our experience and hospitality to our facilities and accessibility.”

"Both the PGA TOUR and Coca-Cola were early supporters of our efforts to rebuild this community," said Tom Cousins, chairman of the East Lake Golf Club. “We are excited about the potential provided to spotlight the East Lake Neighborhood and its revitalization. We hope that people around the country will see what is occurring at East Lake through the charitable efforts of the PGA TOUR, Coca-Cola and many others.”

This year, the TOUR Championship presented by Coca-Cola will be held at East Lake Golf Club in Atlanta Oct. 28-Nov. 3. Next year, the event will be played in Houston, TX. In 2004 and 2005, the tournament returns to East Lake Golf Club.

Atlanta is known as the “Sports Capital of the World” with good reason. In addition to being home to seven professional sports teams, including the new Atlanta Beat women's soccer team, and having state-of-the-art sports facilities, Atlanta has hosted and will host many of sports' most prestigious events. In addition to the Olympics, Atlanta has hosted two Super Bowls, Major League Baseball's All-Star Game, and five World Series in the past decade. Atlanta is also scheduled to host the 2003 NBA All Star Game, the 2003 Women's Final Four and the NCAA Men's Final Four in 2007.

Established in 1913, the ACVB is a private, non-profit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destination in the regional, national and international marketplace, and favorably impact the Atlanta economy through conventions and tourism.

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