

Release: On receipt, June 5, 2017  
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## **Principal® says ‘take a selfie’ to do more good**

Fans can win a \$500 donation for their favorite charity at the Principal Charity Classic

**DES MOINES (June 5, 2017)** – Principal® is proud to announce the launch of “Selfie For Good,” a new fan promotion at the upcoming [Principal Charity Classic®, presented by Wells Fargo](#). The annual PGA TOUR Champions golf event will take place June 6-11 at Wakonda Club in Des Moines.

Through the “[Selfie For Good](#)” promotion, Principal will award five fans with \$500 in charitable dollars each day of tournament week (Wednesday-Sunday). Each fan will then select a charity to receive a \$500 donation on their behalf. Over the course of the week, Principal will donate \$2,500 to charity per day and \$12,500 total.

### **To participate, fans should:**

- Take a selfie at the Principal Charity Classic.
- Use the hashtag **#PCC17** when posting their selfie to Facebook, Instagram or Twitter.
- Principal will randomly select five selfies per day and donate \$500 to each winner’s favorite charity.\*
- Winners will have more than 7,000 charities they can direct their donation to from around the world.

The Principal Charity Classic, which is focused on supporting Iowa kids, raised a record \$2,053,725 for local children’s charities in 2016. The tournament has raised nearly \$10 million for Iowa kids in the past 10 years, and was named the 2016 PGA TOUR Champions Tournament of the Year.

“Fans have such a great time on the course during the Principal Charity Classic, and posting selfies on social media has become part of how they share their tournament experience,” said Beth Brady, SVP and CMO at Principal. “The ‘Selfie For Good’ campaign is a fun and personal way for fans to help give back and to make an impact on behalf of the charities that are most important to them. So, take and post those selfies!”

### **Get tickets**

Tickets to the Principal Charity Classic start at just \$20, and can be purchased online at [principalcharityclassic.com](http://principalcharityclassic.com) or at the event’s main entrance gate during tournament week.

As a reminder, kids 15 and under may attend the Principal Charity Classic for free if accompanied by a ticketed adult. Complimentary admission is also provided for all active duty, retired and reserve military along with their dependents.

For more information about the Principal Charity Classic, visit [principalcharityclassic.com](http://principalcharityclassic.com).

\*Approved charities are defined as organizations that are IRS-registered 501(c)3 with a non-private foundation status of 509(a)1 or 509(a)2. Other restrictions may apply.

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### **About the Principal Charity Classic**

The Principal Charity Classic is an annual PGA TOUR Champions event focused on philanthropic giving. In 2016, the Principal Charity Classic was recognized as the PGA TOUR Champions Tournament of the Year. This premier golf event raises contributions for the tournament's "**FORE Our Kids**" charities, including: 1) **Tournament Charity Partners**, select organizations that provide a broad level of support to children of Iowa in the areas of education and culture, financial security and stability, and/or health and wellness. These organizations are supported through net proceeds of the tournament; and 2) **Birdies for Charity Partners**, which includes more than 100 additional children's charities across Iowa that receive support through individual pledges and contributions made prior to and during the tournament.

The 2017 Principal Charity Classic tournament will be played June 6-11, 2017, at Wakonda Club in Des Moines, Iowa. For more information on the charities and the tournament, visit [principalcharityclassic.com](http://principalcharityclassic.com) and follow via [Facebook](#), [Twitter](#) and [Instagram](#).

### **About Principal®**

Principal helps people and companies around the world build, protect and advance their financial well-being through retirement, insurance and asset management solutions that fit their lives. Our employees are passionate about helping clients of all income and portfolio sizes achieve their goals – offering innovative ideas, investment expertise and real-life solutions to make financial progress possible. To find out more, visit us at [principal.com](http://principal.com).

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### **About PGA TOUR Champions**

PGA TOUR Champions is a membership organization of golf's most recognizable and accomplished players, age 50 and older, including 32 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. In 2017, the PGA TOUR Champions schedule includes 26 tournaments in 18 states, Japan, Wales and Canada, with purses totaling more than \$55 million. The Charles Schwab Cup, which includes the Regular Season and the Charles Schwab Cup Playoffs, is used to determine the season-long champion. All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, telecasts air live, tape-delayed or in a highlights-package format in excess of 190 countries and territories, reaching more than 330 million potential households. The PGA TOUR's web site is [PGATOUR.COM](http://PGATOUR.COM), the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla. Follow PGA TOUR Champions at [facebook.com/PGATOURChampions](https://www.facebook.com/PGATOURChampions), on Twitter [@ChampionsTour](#) and on Instagram [@pgatourchampions](#).