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Principal Charity Classic Sets New Charitable Giving Record

Annual PGA TOUR Champions event raised more than \$4.3 million for Iowa kids in 2018



DES MOINES (September 12, 2018) – Champion giving for champion kids.

The [Principal Charity Classic®, presented by Wells Fargo](#), today announced its 2018 tournament raised \$4,356,321 in support of Iowa kids, besting the event’s previous record of nearly \$3.6 million set just one year ago.

The annual PGA TOUR Champions event in Des Moines has now donated more than \$17.7 million since 2007.

“The Principal Charity Classic is invested in the future of Iowa kids, and the tournament’s remarkable impact is truly a shared success story,” said Dan Houston, chairman, president and CEO of Principal. “This year marks the first time the Principal Charity Classic has exceeded \$4 million in charitable funds raised – and together, we’re not stopping there.

“With the outstanding support of the community and our many committed partners, we’re looking forward to the Principal Charity Classic giving back in a big way for years to come.”

In 2018, a record 378 companies – from small business owners to international corporations – sponsored the Principal Charity Classic. Principal has served as the event’s title sponsor since 2007, along with Wells Fargo as presenting sponsor.

Helping Iowa kids succeed.

The Principal Charity Classic impacted the lives of more than 130,000 kids statewide last year. And that reach continues to grow.

More than 100 non-profit organizations and K-12 schools throughout Iowa are enrolled in the tournament's year-round [Birdies For Charity](#) program. Participants earn a 10% match on their fundraising efforts thanks to the generous support of Sammons Financial Group, Wells Fargo and the organizers of Party on the Hill, a private, tournament-week event that raised \$120,000 in 2018.

Additionally, tournament proceeds provide support to six Tournament Charity Partners in the Des Moines area: Blank Children's Hospital, Bravo Greater Des Moines, the Community Foundation of Greater Des Moines, Mercy Medical Center, the United Way of Central Iowa and Variety – the Children's Charity of Iowa.

Celebrating Kids Can Champions.

In 2018, Principal introduced a new tournament program called [Kids Can Champions](#) to recognize local children who have overcome challenges and made amazing progress in their lives (watch video [here](#)).

Tournament Charity Partners were asked to nominate deserving children, ages 5-17, meeting the following criteria: 1) the child faced and overcame a significant challenge; 2) received support from multiple non-profits that benefit from Principal Charity Classic funds; and 3) would serve as an inspirational role model for other kids.

From the nominations received, four local children were selected as the 2018 Kids Can Champions. Each child received a special reward based on their individual passions and goals for the future, ranging from a trip to Wrigley Field to cheer on the Chicago Cubs to a new computer to assist with school work and college applications.

To learn more about the Principal Charity Classic or to make an online donation in support of the tournament's year-round charitable giving efforts, visit principalcharityclassic.com.

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About the Principal Charity Classic

The Principal Charity Classic is an annual and award-winning PGA TOUR Champions event dedicated to investing in the future of Iowa kids. In 2018, the Principal Charity Classic raised a record \$4,356,321 for charity, bringing the tournament's giving total to more than \$17.7 million since 2007.

Tournament funds benefit organizations that provide a broad level of support to Iowa kids in the areas of education and culture, financial security and stability, and/or health and wellness. Last year, the tournament touched the lives of more than 130,000 children statewide.

The 2019 Principal Charity Classic tournament will take place May 28-June 2, 2019, at the historic Wakonda Club in Des Moines, Iowa. For more information, visit principalcharityclassic.com and connect with the tournament on social media at [facebook.com/principalcharityclassic](https://www.facebook.com/principalcharityclassic), on Twitter [@PCCTourney](https://twitter.com/PCCTourney) and on Instagram [@principalcharityclassic](https://www.instagram.com/principalcharityclassic).

About PGA TOUR Champions

PGA TOUR Champions is a membership organization of professional golfers age 50 and older, including 35 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 2018, the PGA TOUR Champions schedule includes 27

tournaments across the United States, Scotland and Canada, with purses totaling more than \$56 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 in excess of 190 countries and territories, reaching more than 330 million potential households. Follow PGA TOUR Champions online at PGATOUR.com, at facebook.com/PGATOURChampions, on Twitter [@ChampionsTour](https://twitter.com/ChampionsTour) and on Instagram [@pgatourchampions](https://instagram.com/pgatourchampions).