



Contact: Dave Miller / Cheryl Smith-Lemox, Integrated Sports Marketing
858-836-0133, dm@ismsports.net/ csmith@ismsports.net

**Integrated Sports Marketing Announces New Name and Celebrity Host of Celebrity Classic:
Celebrity Championship hosted by Drew Brees**

12th Annual Event to Showcase World's Best Celebrity Golfers

SAN DIEGO – (November 30, 2009) – Integrated Sports Marketing is proud to announce NFL Pro Bowl Quarterback Drew Brees as the new host for the Celebrity Championship. Entering its 12th year, the event formerly known as the Celebrity Classic hosted by Stan Humphries, will benefit the Brees Dream Foundation established by Drew and his wife, Brittany. Scheduled for May 20-23, 2010 at Morgan Run Resort and Club in Rancho Santa Fe, this event will bring together over 50 of the best celebrity golfers in the world for a purse of \$100,000.

Since its inception the tournament has raised over one million dollars for local charities including Rady Children's Hospital and the Pro Kids Golf Academy and looks forward to maximizing charitable donations for the Brees Dream Foundation within the San Diego community.

"I'm honored and excited to work with Integrated Sports Marketing and be connected to a tournament with such a great national reputation" said Drew Brees. "It is a privilege for me because of my connection to the City of San Diego and to our foundation's long-term commitment to support charitable causes in the San Diego community."

Long known for its great celebrity fields the 2010 tournament will add a Championship element to an already prestigious event among celebrities. In re-naming the tournament as the Celebrity Championship an additional emphasis will be to crown the best celebrity golfer in the United States.

"The most common traits that unite us as celebrities on the golf course is our competitive nature and love of the game. We have all achieved success in our various fields but the trophy we will all covet when it comes to celebrity golf is the Celebrity Championship trophy" said Brees.

Past tournament winners include four-time champion Rick Rhoden, Dan Quinn, Trent Dilfer, Grant Fuhr, Andy VanSlyke, Brian Kinchen, Mickey Tettleton and defending champion Jack Marin.

"This tournament has had a history of having a star-studded celebrity golf field" said new Tournament host Drew Brees. We look forward to crowning a Celebrity Champion and to making this valuable community event bigger and better every year."

The Celebrity Championship hosted by Drew Brees is a great event for families, friends and business to business networking. Attendees will get a rare opportunity to get up close with celebrities and participate in several free events and activities throughout the week including autographs, kids celebrity golf clinic, Family Day and the 5th annual Military Appreciation Day.

About the Brees Dream Foundation

The Brees Dream Foundation was founded in 2003 with a mission to advance research in the fight against Cancer and provide care, education and opportunities for children in need. Since its inception, the Brees Dream Foundation has committed more than \$4,500,000 to charitable causes and academic institutions in the New Orleans, West Lafayette/Purdue and San Diego communities. For more information about the Brees Dream Foundation please visit the foundation website at <http://www.drewbrees.com/>

About the Celebrity Championship hosted by Drew Brees

The Celebrity Championship hosted by Drew Brees consists of a two-day Celebrity-Amateur tournament (May 21 – 22), nightly parties (May 20 – 22), and a 36-hole, low gross celebrity-only competition (May 22 – 23) for a \$100,000 purse. The general public is welcome to all three days of the tournament. Children under 10 and guests with military I.D. get in free. Three-day general admission tickets are available at the gate for \$10. Ticket and auction revenue and a percentage of sponsor sales benefit the Brees Dream Foundation. For more information regarding the Celebrity Championship, please call Integrated Sports Marketing at (858) 836-0133 or visit the tournament website at <http://www.celebritychampionship.com/>.

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About Integrated Sports Marketing

Integrated Sports Marketing was established and founded the Celebrity Classic in 1999 and has since become one of the premiere sports marketing companies in the industry. ISM specializes in event management, operations and marketing. For more information regarding Integrated Sports Marketing please visit the company website at <http://ismsports.net>. Dave Miller, President can be reached at dm@ismsports.net or (858) 836-0133.

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