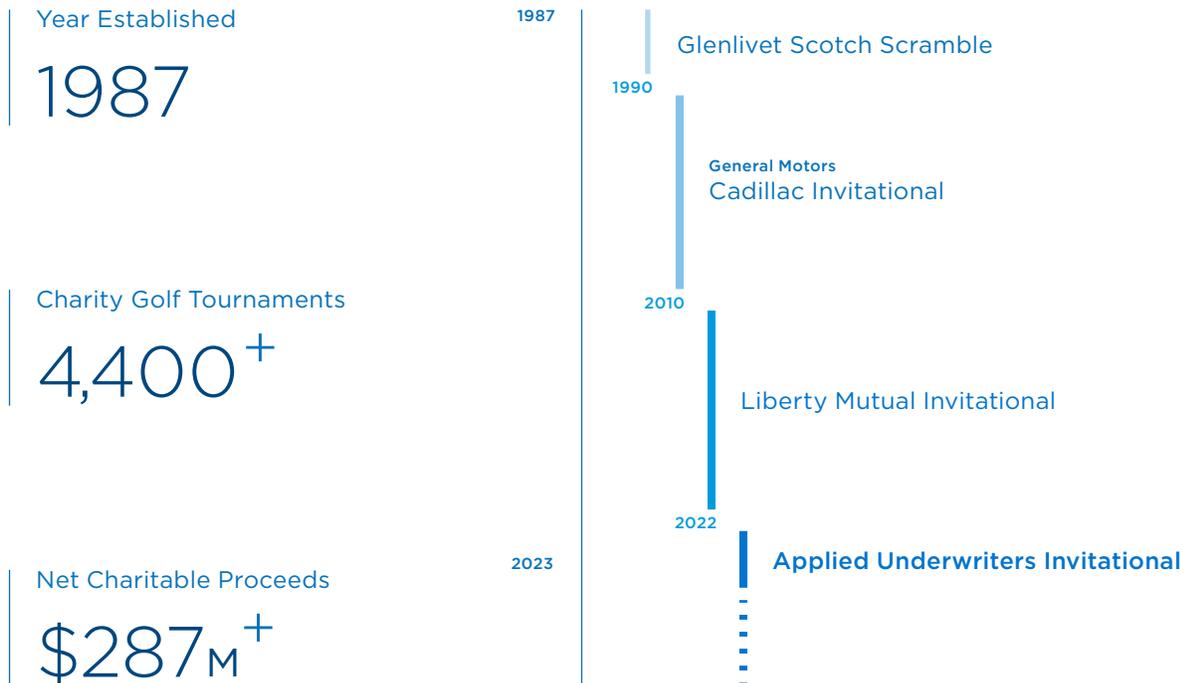




## History of the Invitational

There is no shortage of amateur charity golf tournaments in the United States, but the Applied Underwriters Invitational is distinguished as The #1 Charity Event in Golf.™ The Applied Invitational is the longest running, most successful nationwide charity golf tournament in history.

Created in 1987 by Fortune Marketing Unlimited, Inc., the Invitational has conducted more than 4,400 charity golf tournaments and generated over \$287 million in net charitable proceeds over the last 37 years. Originally named The Glenlivet Scotch Scramble, the program transitioned to title sponsorship by General Motors in 1990 and became the Cadillac Invitational through 2009. In 2010, Liberty Mutual became the title sponsor of the largest corporately sponsored amateur charity golf event in the world.





## The Applied Underwriters Invitational

The Applied Invitational is joined by national sponsors Cobra PUMA Golf, Bridgestone Golf, Under Armour Eyewear, Whistling Straits, Global Golf Post, Bass Pro Shops, and The Experience St Andrews.

The program annually consists of approximately 80+ local events, each benefiting a charitable organization, as well as a national championship competition held in the spring of the following year. This season's Applied Underwriters Invitational National Finals will take place at Whistling Straits, one of the most prestigious golf properties in the country.

The goal of the Applied Invitational is to promote the benefiting charity as participants in the highest quality charity golf event, and enhance proceeds toward varied and worthy causes. The Applied Invitational supports more than 75 national and local charities, raising approximately \$11 million in net proceeds annually.

Charities Supported	Local Tournaments	Net Proceeds Goal
75 <sup>+</sup>	80 <sup>+</sup>	\$11M

Applied Invitational local events are held at top golf courses throughout the United States and reach out to amateur golfers of all skill levels. Approximately 2,500 companies sponsor the Applied Invitational series of events.

The Applied Invitational works with golf greats like Ryder Cup Captain and Golf Champion Luke Donald to promote the program nationally and locally. They join past National Chairpersons such as two-time U.S. Open Champion Curtis Strange, LPGA Hall of Famer Nancy Lopez, and golf broadcasting legends Kelly Tilghman and Jim Kelly.

Learn more about the Applied Underwriters Invitational at [invitational.com](http://invitational.com)

For press inquiries or to request interviews, please contact:

Applied Underwriters Public Relations  
[press@auw.com](mailto:press@auw.com)