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**FRANK SINATRA STARKEY HEARING FOUNDATION CELEBRITY INVITATIONAL
APPOINTS MARY MARTIN TOURNAMENT DIRECTOR**

RANCHO MIRAGE CA., September 1, 2010—The Frank Sinatra Starkey Hearing Foundation Celebrity Invitational, one of the longest running fundraising events in the Coachella Valley, announces the appointment of Mary Martin as Tournament Director.

"The Frank Sinatra Starkey Hearing Foundation Celebrity Invitational is very proud to welcome Mary Martin to our organization. She is a very talented hands-on director who thoroughly understands the structure of the tournament and its fundraising goals. Mary has achieved great success throughout her career and we look forward to her contribution," stated Bill Osterman, Tournament President.

Ms. Martin will be responsible for the direction of the tournament including overall operations, volunteer operations and marketing and sponsorship sales efforts. Having served as a volunteer since 1999 and the tournament coordinator since 2008 Mary is a seasoned event organizer with more than 10 years' experience, bringing a unique blend of skills.

Prior to joining the Frank Sinatra Starkey Hearing Foundation Celebrity Invitational Ms. Martin served as a Programmer/Analyst for the Whittier Union High School District, where she supported the student information system for the district.

Mary Martin can be reached at mary@franksinatragolf.org via phone at 760-674-8447.

Background

The 2011 Frank Sinatra Celebrity Invitational golf tournament will be hosted by Fantasy Springs Resort Casino on Friday, February 24 and Saturday, February 26, on Eagle Falls Golf Course. Starkey Hearing Foundation returns for the second year as the title sponsor of the Frank Sinatra Starkey Hearing Foundation Celebrity Invitational.

Other major sponsors are Brown-Forman/Jack Daniels since the tournament's inception and tournament host Fantasy Springs Resort Casino-Eagle Falls Golf Course and its owners, The Cabazon Band of Mission Indians.

About the Frank Sinatra Celebrity Invitational

Known as "Frank's Little Party in the Desert," Barbara and Frank Sinatra founded the Frank Sinatra Celebrity Invitational in 1988 to raise funds for the Barbara Sinatra Children's Center which opened in 1986 at Eisenhower Medical Center. Through their efforts, and those of supporters around the world, the Frank Sinatra Starkey Hearing Foundation Celebrity Invitational has become one of the most successful fundraising events of its kind. Visit www.franksinatragolf.org for the celebrity list and event updates.

About Starkey Hearing Foundation

Starkey Hearing Foundation is the "Global Leader in the Gift of Hearing," delivering more than 50,000 hearing instruments annually through hearing missions in 86 countries. Founded by William F. Austin in 1984 with the vision, So the World May Hear, countless numbers of lives are touched by better hearing through Starkey Hearing Foundation missions. With the goal to heighten social consciousness on the importance of hearing, Starkey Hearing Foundation launched a Hearing Conservation program, Sound Matters, to educate the public about responsible listening. Today, the Foundation is sustained by the selfless efforts of volunteers and donors spanning the globe. Since 2000, the Foundation has distributed more than 305,000 hearing instruments to those in need around the world. Visit www.sotheworldmayhear.org to learn more.

About Barbara Sinatra Children's Center

The mission of the nonprofit Barbara Children's Center is to provide counseling for victims of physical, sexual and emotional child abuse and to focus on prevention, community education and breaking the cycle of abuse. Services are provided regardless of a family's ability to pay. The Barbara Sinatra Children's Center is a federally registered 501(c) 3 nonprofit organization. Visit www.SinatraCenter.org for more information.

Contact Information

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