



Contact:

Mary Martin
Tournament Director
760-674-8447
mary@franksinatragolf.org

Kelly Thordsen
Development Director
760-672-0541
kthordsen@emc.org

PAT BOONE TO CO-HOST

23RD FRANK SINATRA STARKEY HEARING FOUNDATION CELEBRITY INVITATIONAL

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The **23rd Frank Sinatra Starkey Hearing Foundation Celebrity Invitational**, to be held **February 24 – 26, 2011**, recently announced **PAT BOONE** as the 2011 Co-Host. Pat Boone will act as Barbara Sinatra's Co-Host during the Thursday Night Pairings and Dinner Party, the Friday Night Auction and Dinner Party and the Saturday Night Black Tie Gala. "I am thrilled that Pat has graciously accepted my invitation to act as co-host for these fabulous events," said Barbara Sinatra, Children's Center founder and Chairwoman.

Pat Boone is an American singer, actor and writer who was a successful pop singer in the United States during the 1950s and early 1960s. He sold over 45 million albums, had 38 Top 40 hits and starred in more than 12 Hollywood movies. Boone's talent as a singer and actor combined with his old-fashioned values contributed to his popularity in the pre-rock and roll era.

He continues to entertain and perform, and is also a motivational speaker and television personality.

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Boone was successful in multiple ways. He hosted a network television show, *The Pat Boone Chevy Show* from 1957–1959. He has written many books and had a number one bestseller in the 1950s ("Twixt Twelve and Twenty", Prentice-Hall). His cover versions of rhythm and blues hits had a noticeable effect on the development of the broad popularity of rock and roll. During his tours in the 1950s, Elvis Presley was one of his opening acts.

According to *Billboard*, Boone was the second biggest charting artist of the late 1950s, behind only Elvis Presley but ahead of Ricky Nelson and The Platters, and was ranked at No. 9—behind The Rolling Stones and Paul McCartney but ahead of artists such as Aretha Franklin and The Beach Boys - in its listing of the Top 100 Top 40 Artists 1955-1995.

In the 1960s, he focused on gospel music and is a member of the Gospel Music Hall of Fame. Boone still holds the *Billboard* record for spending 220 consecutive weeks on the charts with more than one song.

Background

The 23rd 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 23rd 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 golf tournament

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

Tournament Office: 1-800-FS STARS www.franksinatragolf.org

Tournament Director: Mary Martin, 760-674-8447 mary@franksinatragolf.org

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