



**ANNIKA SORENSTAM HEADLINES 2ND ANNUAL GOLF, FOOD & WINE EVENT
TO BENEFIT ANNIKA FOUNDATION**

'ANNIKA Experience' set for Oct. 11 at Fiddler's Elbow Country Club

BEDMINSTER TOWNSHIP, N.J., June 2, 2010 — Hall of Fame golfer Annika Sorenstam will serve as host and guest of honor at the second annual ANNIKA Experience to be held on Monday, Oct. 11 at [Fiddler's Elbow Country Club](#) in Bedminster Township, N.J.

A special benefit for the [ANNIKA Foundation](#), the entire day is designed to satisfy the appetite for great golf, as well as treat guests to fabulous food and exquisite wine.

This year's event will combine a breakfast, a morning golf clinic conducted by the 72-time LPGA champion, 18 holes of friendly competition and an extraordinary culinary experience at a dinner-auction featuring several celebrated winemakers and chefs, including Ming Tsai, renowned chef and owner of Blue Ginger restaurant in Wellesley, Mass.

Foursome pricing starts at \$2,500 (all inclusive of clinic, golf, three meals, beverages and goodie bag, plus access to and photos with Annika). Corporate sponsorships also are available with playing opportunities with Annika included. Individual tickets for the evening dinner and wine tasting priced at \$150 are for sale.

Last year's ANNIKA Experience raised more than \$80,000 for the ANNIKA Foundation, which she formed to teach children the importance of living a healthy, active lifestyle through fitness and nutrition, and also to offer aspiring junior golfers opportunities to pursue their dreams.

A children's clinic, designed for ages 6-16, and nine-station physical fitness course will be provided for area school children and junior golfers. Representatives from Atlantic Sports Health will coordinate this program in association with the ANNIKA Foundation.

"I am very excited about our second annual ANNIKA Experience at Fiddler's Elbow Country Club, and this year our goal is to raise over \$100,000," Annika said. "I look forward to again sharing my passion for golf, gourmet food, and fine wine, while creating awareness about my Foundation's goal of getting all of our kids healthy and fit again."

The post-round fare, Tastes of the Garden State, will highlight the abundant, locally grown produce and meats, presented by award-winning regional chefs at various stations.

The wine tasting will showcase ANNIKA, her premium Syrah that debuted in May 2009 in partnership with Wente Vineyards and the new ANNIKA Chardonnay which debuts this July.

For more details about the ANNIKA Experience at Fiddler's Elbow Country Club or for information about participating as a sponsor, contact Hunter Public Relations • Special Events at 908/876-5100, annikaexperience@hunter-pr.com or visit www.annikafoundation.org.

About The ANNIKA Foundation

The ANNIKA Foundation teaches children the importance of living a healthy, active lifestyle through fitness and nutrition, and offers aspiring junior golfers opportunities to pursue their dreams. A primary focus for the ANNIKA Foundation is to identify the greatest needs and opportunities to make an impact by developing sports and physical fitness programs for kids. A key focus is to provide resources that increase participation and access where it is not currently available or affordable, and promote awareness for the importance of leading a healthy, active lifestyle. More information about the ANNIKA Foundation can be found at www.annikafoundation.org.

About Annika Sorenstam

Annika is the greatest female golfer of our generation and often regarded as the best player in LPGA history. Her prestigious list of accomplishments includes her 2003 induction into the World Golf and LPGA Halls of Fame, 10 major championships, 89 worldwide professional victories, eight LPGA Player of the Year Awards, and participation on eight Solheim Cup teams. In June 2008, Annika was named a USGA Ambassador. She also represented the International Golf Federation and took part in their successful bid to get golf into the 2016 Olympic Games. Annika has worked hard on her off-the-course businesses, which include the ANNIKA Academy, the ANNIKA Foundation, the ANNIKA Collection with Cutter & Buck, ANNIKA Financial Group, numerous golf course design projects around the world, a signature fragrance and a namesake Syrah in partnership with Wente Vineyards.

Fiddler's Elbow Country Club

Founded in 1965, Fiddler's Elbow offers executives an escape from the halls of industry and commerce to the amenities of fine dining, superior golf and business facilities. Fiddler's Elbow provides its membership an atmosphere conducive to both formal and informal exchange of ideas where business and social relationships can be nurtured. Although it is the largest private country club in the state, Fiddler's Elbow retains an intimate environment and service that is personal and attentive. The three superbly conditioned courses offer a unique diversity of challenge and a broad range of options for both personal play and private events. The club proudly hosts some of the most prestigious corporate, charity and PGA golf tournaments in the state. The club is located at 811 Rattlesnake Bridge Road, Bedminster Township, N.J. For general information call (908) 439-2123; for the golf shop call (908) 439-2513.

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