



**ATTN: EDITOR**

**FOR IMMEDIATE RELEASE**

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**NCAA Head Coaches and Celebrities Tee It Up for Scholarships**  
***Chick-fil-A Bowl Alma Mater to Air on CBS Christmas Day***

**Greensboro, Ga. (Dec. 19, 2007)** – On Christmas Day afternoon, the worlds of college athletics and golf will come together when some of the biggest names in sports tee it up to compete for \$275,000 in scholarship money in the Chick-fil-A Bowl Alma Mater at Reynolds Plantation, a Linger Longer Community.

The made-for-TV event will be nationally televised on CBS from 2-4 p.m. (ET) on Christmas Day. Veteran golf commentators Bill Macatee and Gary McCord will call the action and give viewers a peek inside the lives of these coaches and celebrities “off the field.”

Coaches including Steve Spurrier, Nick Saban, Frank Beamer and Mark Richt will team with celebrity alumni such as Marcus Allen, Eric Dickerson, Billy Packer and Marshall Faulk in a unique format that pairs an NCAA head coach with a celebrity alumnus from the same school against their rivals. The competition will cover 18 holes of championship golf on the famed Oconee Course at beautiful Reynolds Plantation in Greensboro, Ga.

“It’s an event like this where you get to see just how competitive these coaches really are,” said Gary Stokan, Chick-fil-A Bowl president. “The atmosphere is great and the players were pretty loose, but when they hit the tee box, these guys were all business. They just wanted to win.”

University teams and players include:

<b>TEAM:</b>	<b>COACH:</b>	<b>CELEBRITY:</b>
Alabama	Nick Saban	Cornelius Bennett
Auburn	Tommy Tuberville	Pat Sullivan
Georgia	Mark Richt	Buck Belue
Georgia Tech	Chan Gailey	Jon Barry
Houston	Tom Penders	Doug Drabek
Maryland	Ralph Friedgen	Scott Van Pelt
San Diego State	Chuck Long	Marshall Faulk
SMU	Matt Doherty	Eric Dickerson
South Carolina	Steve Spurrier	Darius Rucker
Southern Cal	Ted Tollner	Marcus Allen
Virginia Tech	Frank Beamer	Dell Curry
Wake Forest	Jim Grobe	Billy Packer

“This event is one of the most exciting golf tournaments in Reynolds Plantation history, and there’s no better location than The Oconee Course for both its setting and design,” said Bob Mauragas, vice president of golf operations. “The course will test each of the players’ games, providing a challenging track that will determine the champions and winners of the \$100,000 first-place prize.”

The Chick-fil-A Bowl Alma Mater was played May 1, 2007 and taped for broadcast Christmas Day.

For more information on the Chick-fil-A Bowl Alma Mater, visit [www.Chick-fil-ABowlAlmaMater.com](http://www.Chick-fil-ABowlAlmaMater.com).

**About the Chick-fil-A Bowl**

The Chick-fil-A Bowl is the longest-running rivalry series of top-ranked teams from the ACC and SEC and is recognized as one of the most competitive bowl games in college football. The Chick-fil-A Bowl owns exclusive rights to the first selection in the ACC – after the BCS – and will set records this year with its 11<sup>th</sup> straight sellout and an all-time high \$5.83 million in total team payout. The Chick-fil-A Bowl is the highest-attended non-BCS game in the country and leads all bowl games in charitable and scholarship contributions.

**About Reynolds Plantation**

Reynolds Plantation is a Linger Longer Community providing an award-winning lifestyle with world-class amenities. Named the “Best of the Best” Golf Community by *Robb Report* and the community with the “Best Golf” by *GOLF MAGAZINE Living*, Reynolds Plantation, located between Atlanta and Augusta, is a golf and lake community with more than 80 miles of shoreline on Lake Oconee. The community features 99 holes of championship golf from designers Bob Cupp, Jack Nicklaus, Tom Fazio, Rees Jones and Jim Engh, who designed the community’s first member-only course. Reynolds Plantation is also home to The Reynolds Golf Academy, as well as the TaylorMade Performance Lab and the Kingdom at Reynolds Plantation. The community offers members a variety of dining options, swimming pools, pedestrian trails, three full-service marinas and The Lake Club Wellness Campus and award-winning Tennis Center. Site of the first-ever *GOLF MAGAZINE* Dream House and the first-ever *Golf Digest* Signature Home, another “ultimate golf home” is set to debut in 2008 – the first-ever *Travel + Leisure Golf* Cottage, located at the Creek Club golf course. Reynolds Plantation is also home to the AAA Five Diamond Award-winning Ritz-Carlton Lodge, a 251-room lakefront resort and spa ranked No. 5 in the “Top 100 Golf Resorts” worldwide by *Condé Nast Traveler Magazine*. Linger Longer Communities is also the developer of Reynolds Landing and Achasta. For more information, call 800-800-5250 or visit [www.reynoldsplantation.com](http://www.reynoldsplantation.com).

**About Savlov Consulting, Inc.**

The Chick-fil-A Bowl Alma Mater at Reynolds Plantation was created by Scott Savlov of Savlov Consulting, Inc. Savlov has been involved with made-for-television shows for the last 20 years. Over that time he has created and executive produced such events as The Par 3 Challenge on Fox, the Under Pressure Challenge on CBS and Rock the Rock from Alcatraz on VH1.

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