

A photograph of Juli Inkster, a professional golfer, smiling and holding a large, ornate crystal trophy above her head with both hands. She is wearing a brown sweater and a white visor with "TRACKWELL" written on it. The background shows a stone wall and a grassy field with trees in the distance.

JULI INKSTER
TWO-TIME DEFENDING CHAMPION
AND NEWEST MEMBER OF THE
LPGA HALL OF FAME

SEE THE WORLD'S BEST WOMEN GOLFERS...

Longs Drugs

CHALLENGE

AT TWELVE BRIDGES GOLF CLUB • LINCOLN, CA

APRIL 16 - 22, 2001



RAYCOM
Sports

TWELVE BRIDGES GOLF CLUB

WELCOME



Seated L-R: Victoria Webster-Director of Marketing; Liz Patterson-Office Manager
Back Row L-R: Brian Flajole-Tournament Director; Steve Nieman-Vice President, Sales & Marketing;
Gerry Nash-Director of Operations.

An increased purse of \$800,000, a week later into spring and a golf course surrounded by beautiful flowers and breathtaking scenery, all of these elements are what will greet the LPGA players and fans as they compete in this the sixth annual Longs Drugs Challenge.

On behalf of Raycom Sports and all of our staff, we welcome you to this year's event.

A successful tournament is a culmination of a lot of hard work and support from a lot of people. It starts with having a solid company such as Longs Drugs as the Title Sponsor. Through their generous support and that of many of their vendors, this event continues to grow and prosper. Longs Drugs' endless support of community activities like this and others makes our entire area a better place to live and play. For their support of this tournament and all that they do throughout the community we are truly grateful.

As with any great event, the physical surroundings set the tone for the week. We could not have found

a prettier spot anywhere to host this event than here in the Lincoln Foothills of Twelve Bridges Golf Club. Rated again as the top golf course in Sacramento by *Sacramento Magazine*, the entire Twelve Bridges and Placer Holdings staff and employees are to be highly commended for their hard work in making this such a special place.

The people behind the scenes who make it all come together are our tireless staff that work on this event year-round. They include Gerry Nash, Steve Nieman, Victoria Webster, and Liz Patterson. This on-site staff combined with the support of Raycom Media and the Raycom Sports staff, makes this event flawless for everyone concerned.

But none of this could happen without our outstanding group of volunteers. Nearly 700 strong, these volunteers work endless hours in often-unseasonable weather to get the job done! Your work makes all of us proud to have you as a part of our team. As I travel across the country to numerous LPGA events, I often hear the praises of your work. Your reputation here at the Longs Drugs Challenge is envied by many tournaments!

A special thank you to Claritin, whose sponsorship of *The Golf Channel* broadcast will enable millions across the country to view this great tournament.

Along with Claritin, we have nearly 100 companies who are involved in sponsoring this year's event. To each of you we say thank you and encourage all of our many fans to support their business endeavors as they have supported us in making this event happen.

As spring continues to blossom and the sound of golf and excitement fill the air, take a moment to appreciate all that life here has to offer. It is events like the Longs Drugs Challenge, with the great support of fans, sponsors and volunteers in a setting such as Twelve Bridges Golf Club, that makes Raycom Sports so proud to be able to bring this event to our community.

We hope you find the week an enjoyable one,

Brian Flajole
Tournament Director

RAYCOM Sports



RAYCOM Sports GOLF

Since its inception in 1979, the Charlotte, NC-based sports marketer is best known for its long partnership in televising ACC basketball. Raycom Sports also offers the syndicated program "More Than A Game," a one-of-a-kind show bringing positive, human-interest stories in sports to a national audience.

While the company has over two decades of innovative leadership in marketing, producing and distributing sports programming, it also has established an impressive roster of national sports properties. Since 1997, Raycom Sports has acquired three LPGA Tour events:

LONGS DRUGS CHALLENGE -
APRIL 19-22, 2001 • SACRAMENTO, CA

Played at Twelve Bridges Golf Club, the Longs Drugs Challenge boasts some of the largest galleries on the LPGA Tour. The tournament has seen a consistent growth in recent years in attendance and sponsor support. Most recently, it was announced by Raycom Sports that the purse for the event will increase by \$100,000 each of the next two years.

The two-time defending champion is LPGA Hall of Fame member Juli Inkster.



ELECTROLUX USA CHAMPIONSHIP -
MAY 10-13, 2001 • NASHVILLE, TN

The Electrolux USA Championship, hosted by Vince Gill and Amy Grant, takes place at the Legends Club of Tennessee. Formerly known as the Sara Lee Classic, the tournament is one of the favorite stops for players on the LPGA Tour. The Vinny, a charity event started by Vince Gill, is one of the more notable celebrity outings and has become a part of Electrolux USA Championship week.

The defending champion is Pat Hurst.



AFLAC Champions -
SEPTEMBER 27-30, 2001 • MOBILE, AL

The AFLAC Champions, presented by Southern Living, is played on the is played at the Robert Trent Jones Golf Trail's Magnolia Grove facility. One of the few limited-field events on the LPGA Tour, the AFLAC Champions is only open to LPGA tournament winners over the previous three years and active-playing Hall of Fame members. It is truly a "tournament of champions."

The defending champion is two-time LPGA Player of the Year Karrie Webb.

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