



FOR IMMEDIATE RELEASE: APRIL 5, 2017

CONTACTS: Alexis Boulos, Pinnacle Bank Championship, 402-991-2525 ext. 101
Tim Young, Heartland Chevy Dealers, 805-402-3627

Pinnacle Bank Championship Announces Heartland Chevy Dealers as Presenting Sponsor

Classic American Brand Joins Support for New Web.com Tour Stop

Omaha, Neb. – The Heartland Chevy Dealers, the local marketing association of one of America’s premier automakers, has joined the Pinnacle Bank Championship golf tournament as Presenting Sponsor.

Through their sponsorship, the local group of Chevrolet dealers will help underwrite tournament expenses and help the maximum amount possible go to the tournament’s charity partner, TeamMates Mentoring Program.

“Playing golf and helping young people are two great American traditions,” said Brett Edwards, President of the Heartland Chevy Dealers Advertising Association. “It’s only natural that Chevrolet be a part of this fantastic event. We couldn’t be happier to join the Pinnacle Bank Championship team.”

The Heartland Chevy Dealers represent a dozen dealerships in eastern Nebraska and western Iowa.

“The people who sell and service Chevrolets are a big part of communities throughout the Midwest,” said Marc Hock, Pinnacle Bank President. “We’re fortunate to have the Heartland Chevy Dealers play a big part in this signature community event, too.”

Chevy vehicles will be on display at the tournament and fans will be able to access information on the automaker’s award-winning cars and trucks. Participating dealerships may also offer fans some exclusive tournament-related promotions.

The Pinnacle Bank Championship tournament is a stop on the PGA’s Web.com Tour and will be held July 17th – 23rd at the Club at Indian Creek. It features a purse of \$600,000. The Web.com Tour’s prior events in Omaha produced champions such as PGA TOUR winners Bo Van Pelt, Johnson Wagner, Heath Slocum and Jason Gore.

For more information about the Pinnacle Bank Championship, please visit thepinnaclebankchampionship.com.

ABOUT PINNACLE BANK

Family-owned since 1938, Nebraska-based Pinnacle Bancorp, Inc., is a \$9.7 billion financial holding company operating 140 community banks in seven states including 61 locations in Nebraska. For more information, visit pinnbank.com.

ABOUT HEARTLAND CHEVY DEALERS

The Heartland Chevy Dealers are made up of 12 local dealers in the Omaha and Lincoln area. Collectively, they work together to further the Chevy brand in the Omaha region. The Heartland Chevy Dealers are active with many events that help the local community in many charitable aspects. Besides being the Official Vehicle of the CenturyLink Center and Ralston Arena, the Heartland Chevy dealers support local events that raise money to help others including the Pinnacle Bank Championship, Maha Music Festival, Omaha Summer Arts Festival, Capital City Ribfest and many more.

The Heartland Chevy Dealers include the following dealers. In Omaha dealers include: Gregg Young Chevrolet, H&H Chevrolet, and Huber Chevrolet. The rest of the dealers based around Omaha include: Beardmore Chevrolet in Bellevue, Copple Chevrolet in Louisville, Duteau Chevrolet in Lincoln, Edwards Chevrolet in Council Bluffs, Husker Auto Group in Lincoln, Jeff Henry Chevrolet in Plattsmouth, Sid Dillon Chevrolet in both Blair and Fremont, and Woodhouse Chevrolet in Missouri Valley.

ABOUT TEAMMATES

TeamMates Mentoring Program began in 1991 with the vision of University of Nebraska Head Football Coach Tom Osborne and his wife Nancy. Coach Osborne felt that the athletes in his program could make an impact on the middle school students, and twenty-two football players began meeting with middle school students in the Lincoln Public Schools. Of the 22 original mentees, 21 went on to graduate from high school while one left school early to pursue a successful Motocross career. Eighteen of the original mentees also obtained some form of post-secondary education.

The TeamMates Mentoring Program was formalized statewide in 1998 with 12 chapters and 441 mentor/mentee matches. Since then, TeamMates has steadily grown to over 140 chapters. In the past school year, TeamMates served 8,000 youth through partnerships with local school districts. TeamMates now has chapters throughout Nebraska and Iowa and recently opened its first chapters in Kansas and Wyoming.

ABOUT THE WEB.COM TOUR

Founded (1990), owned and operated by the PGA TOUR, the Web.com Tour continues to identify those players who are ready to compete and win on golf's biggest stage. Web.com became the Tour's umbrella sponsor on June 27, 2012, with a 10-year agreement in place through 2021. In 2013, the Web.com Tour became The Path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Web.com Tour and the season culminating at the four-event Web.com Tour Finals. This season marks the 28th year of competition on the Web.com Tour. Three out of four PGA TOUR members are Web.com Tour alumni. Tour alumni have won more than 450 PGA TOUR titles, including 22 majors and six PLAYERS Championships. The PGA TOUR, through the efforts of its Tours and their tournaments, sponsors, players and volunteers, has generated over \$2 billion in charitable giving. To learn more about the PGA TOUR, the Web.com Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM, or follow the Tour on social media via Twitter (@WebDotComTour), Facebook (facebook.com/WebDotComTour) and Instagram (Instagram.com/WebDotComTour).