



FOR IMMEDIATE RELEASE

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THE CENTURY CLUB OF SAN DIEGO'S
"DIAMOND IN THE ROUGH GALA" RAISES
\$332,000 FOR MONARCH SCHOOL

*More Than 1,000 Attend Third Annual Event
Featuring Natalie Cole, Live and Silent Auctions*

SAN DIEGO – The Century Club of San Diego announced today that the Buick Invitational's 3rd Annual "Diamond in the Rough Gala" raised \$332,000 for Monarch School, whose mission it is to improve the lives of homeless and at-risk students through education.

This year's event, presented by North Island Credit Union and held January 19 at the Manchester Grand Hyatt Hotel, attracted more than 1,000 members of San Diego's premier business, civic, social and philanthropic communities, as well as many local and national sports and entertainment enthusiasts.

The night of glitz and glitter celebrated the kick-off of the annual Buick Invitational PGA Tour golf tournament, and featured a wine tasting reception, competitive silent auction, and dinner and live auction. Guests were entertained by eight-time Grammy Award winner Natalie Cole, whose soulful performance brought guests to their feet. Television personality and former San Diego Charger Bill Ray Smith emceed the evening, while Gala Chairman Jim Fitzpatrick and Century Club of San Diego Chairman, Jeff Byroads, hosted the festivities.

"Over the past three years, the gala has helped raise more than \$850,000 for the Monarch School and Pro Kids Golf," said Byroads. "The gala has become one of the region's premiere events and we applaud the generosity of our guests in supporting such important causes."

Proceeds from the evening will be used for the Monarch School's non-traditional needs including after-school programs, visual and performing arts, field trips, mentoring, tutoring, and post-graduation support, as well as laundry facilities, food, clothing and personal hygiene items.

Next year's event is scheduled for Jan. 31, 2009, and will feature entertainment by comedian Frank Caliendo, known for his outrageous impersonations of politicians, celebrities and sports figures, such as John Madden. For more information about the Buick Invitational Annual "Diamond in the Rough Gala," please visit www.centuryclubofsandiego.org/gala.

About the Century Club of San Diego

Founded in 1961, the Century Club of San Diego is a non-profit volunteer organization that has raised more than \$16 million for worthwhile community causes and school programs through the Buick Invitational and other charity events. For more information, please call (619) 281-4653 or see www.centuryclubofsandiego.org.

More About the Monarch School

The Monarch School was established in 1999 and works to support and motivate local at-risk and homeless students in the San Diego area. The goal of the organization is to improve student's lives through education and support, while caring for their basic needs. Monarch operates through a partnership between the San Diego County Office of Education, which provides the educational component, and the Monarch School Project, a non-profit formed to raise money for the non-traditional needs of Monarch's students such as after-school programs, visual and performing arts, field trips, mentoring, tutoring, and post-graduation support, in addition to basics such as laundry facilities, food, clothing and personal hygiene items. To learn more about the Monarch School, please visit www.monarchschoools.org.

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