FOR IMMEDIATE RELEASE
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Warriors and Celebrities Team Up to Participate in Big Break: Warrior Edition as part of BMW Charity Pro-Am presented by Prudential Financial, Inc.

The Reserve at Lake Keowee will host event to benefit Upstate Warrior Solution and Wounded Warrior Project.

SUNSET, S.C (Monday, May 11, 2015) – U.S. military veterans, celebrities, Web.com Tour pros and junior golfers will team up in the first-ever Big Break: Warrior Edition golf skills competition presented by Prudential Financial, Inc. The armed forces-themed charity event is part of the BMW Charity Pro-Am presented by SYNNEX Corporation and will be hosted by The Reserve at Lake Keowee beginning at 2 p.m. on Wednesday, May 13.

Participating celebrities include: Kira Kazantsev (Miss America 2015), Ed Roland (Collective Soul lead singer), musician Steve Azar, Debbé Dunning (“Home Improvement”), Richard Karn (“Home Improvement”), Frankie Muniz (“Malcolm in the Middle”), Gary Valentine (“Paul Blart: Mall Cop”), Rob Riggle (“Comedy Central’s” The Daily Show), Lanie Hudson (Miss South Carolina, 2014), and Hope Harvard (Miss Teen South Carolina 2014).

Proceeds from the event, which is open to the public, will benefit Upstate Warrior Solution and Wounded Warrior Project® (WWP). The universal goal for each beneficiary is to honor the sacrifice of our nation’s military heroes.

“It’s exciting to see the community come together to support our local warriors from the Upstate,” said Charlie Hall, executive director of Upstate Warrior Solution. “We appreciate our friends at The Reserve at Lake Keowee for their dedication to surrounding our warriors in fun activities like Big Break: Warrior Edition. This unique event exquisitely models one of the goals of Upstate Warrior Solution: inspire the community to embrace the warrior.”

Ten teams consisting of a Web.com Tour professional, a celebrity, a warrior or an amateur and a junior golfer will participate in a number of challenges as seen on Golf Channel’s long-running series “The Big Break.” Skills will be tested in a number of areas, including: Bunker Shot Challenge, Long Drive Challenge, Over the Wall Challenge, Putting Challenge, and a Final Challenge. A check presentation will follow the event.
“The mission of Wounded Warrior Project is to honor and empower Wounded Warriors,” said Steve Nardizzi, chief executive officer for Wounded Warrior Project. “Events like Big Break: Warrior Edition help us to become one step closer in reaching our vision of fostering the most successful, well-adjusted generation of wounded service members in our nation’s history.”

Presenting sponsor Prudential’s Office of Veterans Initiatives oversees education and employment programs for veteran employees, supports business and corporate units throughout the company in veteran recruiting activities and strengthens the company’s relationships with nonprofit organizations that provide services to veterans and their families.

“Prudential is proud to support Wounded Warrior Project and Upstate Warrior Solution, which work so diligently to help veterans when they transition from the military,” said Charles Sevola, vice president and head of Prudential’s Office of Veterans Initiatives. "Like these organizations, Prudential also is deeply invested in helping veterans and military spouses build successful careers in the private sector. We do this on a national level and in neighborhoods all over the country. We salute the work of our local career agency office as they recruit, train and hire financial services professionals who have military backgrounds."

The event will be hosted at The Reserve at Lake Keowee, one of three host sites for the BMW Charity Pro-Am presented by SYNNEX Corporation.

“Our wounded veterans have sacrificed so much, and to be able to assist them in this unique way is really special and a great time for everyone involved,” said David Fleming, General Manager of The Reserve at Lake Keowee.

Teams will rotate through the challenges and be available to media during designated break periods. Images and video are available for media outlets upon request. The public is welcome at the event, which will last into the evening.

ABOUT UPSTATE WARRIOR SOLUTION
Upstate Warrior Solution (UWS) connects warriors and families to community solutions, leads warriors to empower themselves, and inspires members of the community to embrace the warrior and warrior families. UWS seeks to reach all warriors in the Upstate to provide support in several key areas: healthcare and benefits; education and career; housing and quality of life; and family support. UWS serves five Upstate counties: Anderson, Greenville, Oconee, Pickens and Spartanburg. To learn more or to be part of the solution, visit www.upstatewarriorsolution.org.

ABOUT WOUNDED WARRIOR PROJECT
The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. To raise awareness, WWP enlists the public’s aid to care for the needs of injured service members, enable injured servicemen and women to aid and assist each other, and provide unique, direct programs and
services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To learn more and get involved, visit woundedwarriorproject.org.

ABOUT PRUDENTIAL FINANCIAL
Prudential Financial, Inc. (NYSE: PRU), a financial services leader with more than $1 trillion of assets under management as of March 31, 2015, has operations in the United States, Asia, Europe, and Latin America. Prudential’s diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management. In the U.S., Prudential’s iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit www.news.prudential.com.

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. 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. Web.com became the Tour’s umbrella sponsor on June 27, 2012. A 10-year agreement (through 2021) is in place. Three out of four PGA TOUR members are Web.com Tour alumni. Tour alumni have won 405 PGA TOUR titles, including 19 majors and five PLAYERS Championships. The PGA TOUR, through the efforts of its tours and their tournaments, sponsors, players and volunteers, has generated $2.14 billion in charitable giving through 2014. To learn more about the PGA TOUR and Web.com Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM, Twitter, Facebook and Instagram.

ABOUT THE RESERVE AT LAKE KEOWEE
Created in 2000 by Greenwood Communities and Resorts, The Reserve at Lake Keowee is an award-winning residential community that spans 3,900 acres in the foothills of the Blue Ridge Mountains, with 30 miles of shoreline on Lake Keowee and convenient access to nationally-recognized commercial and cultural centers that include Greenville, S.C.; Asheville, N.C.; and Clemson and Furman Universities. The Reserve offers more than $100 million in completed family amenities including a 200-slip Marina, Village Center, Jack Nicklaus Signature Golf Course, and more than 1,400 acres of parks, preserves, trails, and green spaces. The Reserve has approximately 650 members from 30 different states, with an additional 660+ extended family members who enjoy club privileges through the multi-generational Legacy Membership program. Homesites at The Reserve start in the $100,000s; homes, under $500,000. To learn more, call 877-922-LAKE (5253), visit www.ReserveAtLakeKeowee.com, or read the community's official blog at www.LifeOnKeowee.com.

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