

**SAWGRASS MARRIOTT GOLF RESORT & SPA
PRESS RELEASE**

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FOR IMMEDIATE RELEASE

**SAWGRASS MARRIOTT TO HOST 9th ANNUAL PLAID PARTY
TO BENEFIT CYSTIC FIBROSIS FOUNDATION**

PONTE VEDRA BEACH, Fla. (April 28, 2010) –The 9th Annual Plaid Party to benefit the [Cystic Fibrosis Foundation](#) will be hosted at [Sawgrass Marriott Golf Resort & Spa](#) on Friday, May 7, from 8 p.m. until 2 a.m.

The yearly event, which started as a small gathering of plaid-adorned young professionals held on the Friday evening of THE PLAYERS weekend, has evolved into one of the most well-known, fun signature charity events in the city. All proceeds from the event are donated to the Cystic Fibrosis Foundation, and last year's party generated more than \$20,000 for the organization.

“The Plaid Party has grown tremendously and now has an average attendance of 1,000 people,” said Justin Kuehn, one of the event's organizers. “We are thrilled with our new partnership with Sawgrass Marriott Golf Resort & Spa and feel that hosting the party at this location will be nothing but a benefit to the event and the foundation that it supports.”

Tickets for the 9th Annual Plaid Party cost \$25 in advance or \$35 at the door. Patrons will enjoy complimentary cocktails and beer, a silent auction, and a dance floor

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with DJs spinning dance music all night long. There will also be golf-themed games and a raffle with a chance to win a weekend stay at the Sawgrass Marriott.

“We have partnered with the Cystic Fibrosis Foundation for the past four years, and our goal for the event has always been to host a healthy, good time while supporting the foundation’s local chapter,” said Kuehn. “We are proud to host this year’s party at a venue like the Sawgrass Marriott.”

For more information about the 9th Annual Plaid Party and to purchase tickets, visit www.plaidparty.com.

About Sawgrass Marriott Golf Resort & Spa

The [Sawgrass Marriott Golf Resort & Spa](#), host of THE PLAYERS Championship, is Northeast Florida’s premiere destination for vacations, conferences and special events. The award-winning resort has been ranked as the #1 Best Golf Resort in Florida and the ninth best golf resort in the country by *Travel and Leisure Golf Magazine*. Guests of the resort have exclusive access to eight championship courses including THE PLAYERS Stadium course, a Pete Dye-designed course ranked by Golf.com as the #1 best course to play in Florida and ranked #10 by Golf Magazine for best course to play in the United States. Other amenities of the resort include the Spa at Sawgrass, a 25,000 square-foot oasis featuring 19 treatment rooms, a wellness center with trainers, fitness classes, men’s and women’s locker rooms, a private pool and exclusive parking. For beach enthusiasts, the Cabana Beach Club is a private and relaxing beachfront getaway for the entire family to enjoy the simple pleasures of Ponte Vedra Beach. The newly

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renovated club features private beach access, a Junior Olympic heated swimming pool, three restaurants, shower and changing facilities, a playground, towel service and beach rentals.

To visit the Sawgrass Marriott Golf Resort & Spa, travel J. Turner Butler Boulevard East to State Road AIA South toward Ponte Vedra/St. Augustine. Turn right on PGA TOUR Boulevard and turn left into the Sawgrass Marriott Golf Resort & Spa. For more information about the resort, call (904) 285-7777 or visit online at www.sawgrassmarriott.com.

About the Cystic Fibrosis Foundation

The [Cystic Fibrosis Foundation](#) (CFF) is the leading organization devoted to curing and controlling cystic fibrosis (CF), a life shortening genetic disease that affects the lungs and digestive system causing serious complications.

The CFF is recognized as one of the most efficient charities in the country, which means that donors can be assured that CFF is spending its money wisely. The foundation also received a coveted 4-star rating for sound fiscal management from Charity Navigator, the largest charity evaluator in the United States. According to Charity Navigator, the CFF demonstrates excellence in fiscal responsibility and outperforms a majority of nonprofit organizations in America with respect to fiscal management.

With the support of the CFF, there have been significant advances in CF research and care over the past 50 years. The median survival age has improved from early childhood in the 1950s to 37 years today. Research is currently taking place that suggests

it may be possible to actually repair the defective CF gene, which contains misfolded protein. It is believed that this approach to treatment could stop the cascading effects of CF and benefit other diseases such as Duchenes Muscular Dystrophy and some cancers.

After more than 50 years of service, the CFF remains committed to its core mission: to assure a means to cure and control cystic fibrosis and to improve the quality of life for those with the disease. For more information, visit www.cff.org or call the North Florida CFF office at (904) 733-3560.

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