



FOR IMMEDIATE RELEASE:

Don Cheadle Plays Dixon Golf Fire at Pebble Beach

TEMPE, ARIZ., February 5, 2014 – Don Cheadle, actor, producer and golfer will be teeing off with the Dixon Fire golf ball at the 2014 AT&T Pebble Beach National Pro-Am Celebrity Challenge on February 3, 2014 - February 9, 2014 in Monterey, California.

The Pebble Beach National Pro-Am is an annual golf tournament put on by AT&T. The 72-hole PGA Tour golf championship features top tour professionals teaming up with Hollywood celebrities. The charitable event dates back to the 1930's.

Don Cheadle has a strong history of both humanitarian and environmental activism. He has been a Dixon Golf enthusiast since the company's induction into the golf world in 2009. Cheadle loyally plays with the high performance and eco-friendly Dixon Golf line of balls.

"I love playing the Fire ball. It performs as well as any other ball on the market and has the added value of being produced with the environment in mind," says Don Cheadle. "Long live Dixon FIRE...but not in the landfill."

As both a sporting and social event, the AT&T Pebble Beach National Pro-Am benefits the Monterey Peninsula Foundation.

"Don is a great ambassador for our product and he dually respects the earth and community while simply enjoying the game of golf," says William Carey, CEO of Dixon Golf.

For event broadcast information, please visit www.pgatour.com

***Dixon Golf**, a Tempe, Ariz. based company, is the world's only manufacturer of a high performance, eco-friendly family of golf balls. Borne from a desire to limit its impact on the environment, from core to cover, from packaging to production, Dixon Golf is setting a new standard in environmental consciousness. Dixon Golf believes in being socially responsible and donated more than \$500,000 to charities in 2012. The Dixon family of golf balls is distributed internationally and conforms to USGA standards. For more information about Dixon Golf, please visit dixongolf.com or www.facebook.com/dixongolfballs and follow @Dixon_Golf on Twitter.*

AT&T Pebble Beach National Pro-Am

A golf tournament established in 1937 presented by Monterey Peninsula Foundation. Created by Bing Crosby, the event originated at Rancho Sante Fe and has raised over 100 million for charity. For more information, visit www.attpbgolf.com

Monterey Peninsula Foundation

*A charitable foundation that disburses funds from the proceeds of the AT&T Pebble Beach National Pro-Am on the PGA TOUR and the Nature Valley First Tee Open at Pebble Beach on the Champions Tour. MPF focuses on improving the quality of life in Monterey County and surrounding areas.
www.montereypeninsulafoundation.org*

Contact: Bridgette Larkin, Community & Public Relations at Bridgette.larkin@dixongolf.com

###