

2012 BMW CHAMPIONSHIP LUCAS OIL STADIUM KICKOFF EVENT

THE 2012 BMW CHAMPIONSHIP KICKED OFF IN INDIANAPOLIS ON TUESDAY AT LUCAS OIL STADIUM, WHERE PGA TOUR PRO AND INDIANA NATIVE BO VAN PELT, FORMER INDIANAPOLIS COLTS TIGHT END KEN DILGER AND AMERICAN LE MANS SERIES CHAMPION BMW DRIVER JOEY HAND ATTEMPTED TO DRIVE A GOLF BALL THROUGH A 12-INCH HOLE AT THE CENTER OF A 19-BY-22-FOOT TARGET HUNG BETWEEN THE FAR UPRIGHTS.

SOT VAN PELT "That's not a very big target to hit, suspended in the air. // It's probably harder to kick that ball through there that I give 'em credit for.

SOT DILGER "You would think 115-120 yard shot would be pretty easy but trying to hit a little red spot between the goal posts is pretty hard.

EACH PLAYER TOOK THREE PRESSURE PACKED SWINGS IN AN ATTEMPT TO AWARD A FULL SCHOLARSHIP VALUED AT \$100,000 TO THE EVANS SCHOLARS FOUNDATION.

SOT HAND "I can belt myself into a race car that goes 180-200 miles per hour and be totally calm but when I get up in front of bunch of cameras and journalists on the Colts football field to hit a golf ball I start sweating."

ALTHOUGH NONE OF THE PLAYERS MADE THE SHOT, THE EVANS SCHOLARS FOUNDATION STILL CAME OUT ON TOP, AS BMW MADE A \$10,000 DONATION TO THIS WORTHY CAUSE. MOST IMPORTANTLY ALL PROCEEDS FROM THE BMW CHAMPIONSHIP BENEFIT THE EVANS SCHOLARS FOUNDATION.

SOT VAN PELT "I grew up caddying as a kid and I know how important college education is. To give kids and opportunity and not be saddled by that college debt when they get out and start their livelihood is a tremendous opportunity.

SOT DILGER "The Evans Scholar has been a great part of golf for many years. We have Evans Scholars caddies at Crooked Stick, they're very educated kids, very appreciative.

SOT TOM PLUCINSKY Since 2007 we've donated 11 million dollars to the Evans Scholarship foundation. // This really allows BMW to give back to the community of golf and help these deserving young caddies get great schooling and we're happy to be a part of it all.

LOWER THIRD INFORMATION

Bo Van Pelt, PGA TOUR Player

Ken Dilger, Former Indianapolis Colts Tight End

Joey Hand, BMW ALMS Champion Driver

Tom Plucinsky, Corporate Communications, BMW of North America