



## **Pebble Beach Concours d'Elegance Celebrates 66 Years of Charitable Giving**

*Charitable Donations for 2016 Total Over \$1.7 Million*



**PEBBLE BEACH, Calif.** (November 30, 2016) — The Pebble Beach Concours d'Elegance gathered with its charitable partners today to celebrate an impressive 66 years of charitable giving. With a long history of supporting local organizations in need across Monterey County, the Concours has reached remarkable levels of proceeds in recent years, surpassing the \$23 million mark for total giving since its inception in 1950.

Pebble Beach Company CEO Bill Perocchi distributed more than \$1.7 million in donations from the 2016 Concours to local charitable organizations at the charity luncheon today. Since 2006 alone, annual donations from the Concours have averaged \$1.4 million annually—and have neared the \$2 million mark in recent years.

“Throughout this past decade we have consistently given over \$1 million to charity each year, and we are very proud of that,” said Concours Chairman Sandra Button. “We are grateful for the efforts of all those who have allowed us to sustain these levels of giving, because these dollars make a significant impact in our community, which is to the benefit of everyone in our region.”

The Concours has generated substantial funds for charity since its earliest years, but donations in recent years have greatly accelerated. Annual donations first exceeded the \$100,000 mark in the mid-1990s and the \$500,000 mark in 2000 before surpassing the \$1 million mark in 2006.

“The funds we distributed today will help address many issues we

are battling in our region,” said Perocchi. “We are all in a unique position to make a noticeable difference in Monterey County, and without the generosity of our Concours donors, and the teamwork and leadership of our charitable partners, this would not be possible.”

The event generates funds from many sources, both near and far, to help the local community. Generous Concours participants, including entrants and judges, regularly send in direct donations. Event partners such as BMW, Infiniti, Mercedes-Benz, Rolex and Bulgari donate valuable goods for opportunity drawings. Additionally, volunteers donate time and effort to make the event a success.

That success translates directly into donations for Concours charities. Pebble Beach Company Foundation, the philanthropic arm of Pebble Beach Company, serves as the event’s primary charitable partner, directing funds to 85 local nonprofit educational programs and overseeing the Phil Hill Scholarships. Charitable partners benefiting directly from the Concours include Boys & Girls Clubs of Monterey County, Kinship Center, Montage Health (formerly Community Hospital Foundation), Natividad Medical Foundation, Animal Friends Rescue Project and United Way Monterey County. Additional charities volunteer time and effort in exchange for donations, while other nonprofits benefit from the use of Concours infrastructure, such as tents, to host fundraisers.

***For more information on the Pebble Beach Concours d’Elegance, and for tickets to the 2017 event that will be held on August 20, go to [www.pebblebeachconcours.net](http://www.pebblebeachconcours.net).***



*Bill Perocchi, CEO of Pebble Beach Company, and Sandra Button, Chairman of the Pebble Beach Concours d’Elegance, distributed more than \$1.7 million to charitable partners of the Concours today. Among those in attendance were (from left to right) Susan Merfeld, President of Pebble Beach Company Foundation; Dr. Gary Gray, CEO of Natividad Medical Center; Toby Marcus, Board Chair of United Way Monterey County; Katy Castagna, President & CEO of United Way Monterey County; Dr. Michael Jackson, President & CEO of Boys & Girls Clubs of Monterey County; Tom Gray, Board Chair of Boys & Girls Clubs of Monterey County; Carol Bishop, Executive Director of Kinship Center; Martin Button, Selection Committee Member of Pebble Beach Concours d’Elegance; Sandra Button, Chairman of Pebble Beach Concours d’Elegance; Linda Ford, Executive Director of Natividad Medical Foundation; Albert Alvarez, Chief Development Officer of Montage Health (formerly Community*

Hospital Foundation); Kelly Lehrian, Executive Director of Animal Friends Rescue Project; Jeff Davi, Board Chair of Kinship Center; and Lisa Mc Elmoyl, Board Chair of Animal Friends Rescue Project.



### **Pebble Beach Concours d'Elegance**

First conducted in 1950, Pebble Beach Concours d'Elegance® ([www.pebblebeachconcours.net](http://www.pebblebeachconcours.net)) has grown to be the world's premier celebration of the automobile. Only the most beautiful and historic cars are invited to appear on the famed 18th fairway of Pebble Beach Golf Links®, and connoisseurs of art and style gather to admire these masterpieces. Charitable donations raised by Pebble Beach Concours d'Elegance® now total over \$23 million. Related events include Pebble Beach Tour d'Elegance® presented by Rolex, Pebble Beach RetroAuto™, Pebble Beach Classic Car Forum™, and Pebble Beach® Auctions presented by Gooding & Company. Pebble Beach®, Pebble Beach Golf Links®, Pebble Beach Concours d'Elegance®, Pebble Beach Tour d'Elegance®, Pebble Beach RetroAuto™, Pebble Beach Classic Car Forum™, and Pebble Beach® Automotive Week are trademarks, service marks and trade dress of Pebble Beach Company. All rights reserved.

### **About Pebble Beach Company**

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts®, including The Lodge at Pebble Beach™, The Inn at Spanish Bay™ and Casa Palmero®. The company also operates four renowned golf courses: Pebble Beach Golf Links®, Spyglass Hill® Golf Course, The Links at Spanish Bay™ and Del Monte™ Golf Course. Its other famed properties include scenic 17-Mile Drive®, The Spa at Pebble Beach™, Pebble Beach Golf Academy™ and Pebble Beach® Equestrian Center. It annually hosts premier events such as the Pebble Beach Concours d'Elegance®, AT&T Pebble Beach Pro-Am, TaylorMade Pebble Beach Invitational presented by DELL EMC, Pebble Beach Food & Wine and Pure Insurance Championship. Future site of the 2019 U.S. Open Championship, Pebble Beach Golf Links® has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship and numerous other tournaments. For reservations or more information please call (800) 654-9300 or visit [www.pebblebeach.com](http://www.pebblebeach.com).

## **Pebble Beach Concours d'Elegance**

200 Clock Tower Place, Suite 205A | Carmel, CA 93923

831-622-1700 | 831-622-9100 (fax) | [info@pebblebeachconcours.net](mailto:info@pebblebeachconcours.net)

[www.pebblebeachconcours.net](http://www.pebblebeachconcours.net)

Join Our Email List »

Forward This Email »

**Robly**