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## 2017 Pebble Beach Concours d'Elegance Distributes \$1.7 Million to Charities

*Total Charitable Donations Now Exceed \$25 Million*



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PEBBLE BEACH, Calif. (Nov. 8, 2017) — The Pebble Beach Concours d’Elegance is celebrating a major milestone: the event’s total charitable giving to date has surpassed the \$25 million mark. Total donations exceeded that figure after Pebble Beach Company CEO Bill Perocchi distributed \$1.7 million from the 2017 Concours to local organizations at the event’s annual charity luncheon on Tuesday.

“We’re so glad that an event that brings great cars together can also bring help to people in need,” said Concours Chairman Sandra Button. “Our thanks go out to all of the many people and the many partners who have helped us reach this level of giving.”

Concours proceeds have been directed to charity since the event began in 1950. At the start, program sales and an auction of the original poster art would raise \$5,000 to \$10,000. As the event grew, so has the charitable component. Annual Concours donations to charity surpassed the \$100,000 mark in 1994, and the \$500,000 mark in 2000—and for the past decade, they have often far exceeded \$1 million.

“The Concours is a true testament to the teamwork between our generous donors, charitable leaders and members of our community,” said Perocchi. “Thanks to everyone’s efforts, we are able to distribute these critical funds today to local organizations that will help us reach our neighbors in need, which is an important step to battling many of the issues in our region.”

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, auctions and awards. Additionally, volunteers donate much 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 more than 80 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 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.

The 2018 Pebble Beach Concours d’Elegance will take place on August 26, the fourth Sunday of the month rather than its usual third Sunday. For more information on the Concours and for tickets to the 2018 event, go to [www.pebblebeachconcours.net](http://www.pebblebeachconcours.net).

*Pictured above: The Pebble Beach Concours d’Elegance held its annual luncheon for charity partners on Tuesday, November 7. Gathered together were (back row, l to r): Brian Contreras, Executive Director of Animal Friends Rescue Project; Kevin Causey, Vice President & Chief Development Officer of Montage Health Foundation; Bill Perocchi, Chief Executive Officer of Pebble Beach Company; Sandra Button, Chairman of Pebble Beach Concours; Dr. Steve Packer, President & Chief Executive Officer of Montage Health; Brett Harrell, Chairman of the Board of United Way Monterey County; (front row, l to r): Jeff Davi, Chairman of the Board of Kinship Center; Katy Castagna, President and Chief Executive Officer of United Way Monterey County; Leigh Jetter, Chairman of the Board of Animal Friends Rescue Project; Carol Bishop, Founder of Kinship Center; Linda Ford, Executive Director of Natividad Medical Foundation; Dr. Michael Jackson, President and Chief Executive Officer of Boys & Girls Clubs of Monterey County; Susan Merfeld, President of Pebble Beach Company Foundation; Tom Gray, Chairman of the Board of Boys & Girls Clubs of Monterey County.*

## 2017 Opportunity Drawing Partners



2018 Mercedes-Benz GLC300  
Donated by Mercedes-Benz, USA



2017 BMW i3 with Extended Range  
Donated by BMW of North America



2017 Infiniti QX30 AWD  
Donated by INFINITI USA



*Jay Leno offers tours of his garage to raise funds for the Boys & Girls Clubs of Monterey County*

### **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 \$25 million. Related events include Pebble Beach Tour d'Elegance® presented by Rolex, Pebble Beach RetroAuto™, Pebble Beach Classic Car Forum™ presented by AIG and TDC, 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.

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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 Impacting The First Tee. Future site of the 2018 U.S. Amateur, 2019 U.S. Open, 2023 U.S. Women's Open and 2027 U.S. Open Championships, 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).

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