

WRITER: Richard Bellikoff
TOPIC: Champions for Charity script

VIDEO	AUDIO
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Soundbite testimonial, M. Honea, 1:27:03	<u>HONEA</u> : If I only had one charity event a year to play in, I would play in the Lexus Champions for Charity event. Hands down. No question.
Soundbite testimonial, T. Massey, 8:24:10	<u>MASSEY</u> : Lexus Champions for Charity is the best thing that ever came about. We love it.
Soundbite testimonial, S. Walker, 8:13:27	<u>WALKER</u> : As far as I'm concerned, it's the number one charity event.
B-roll, championship event footage	<u>NARRATOR (V.O.)</u> : From the very first day Lexus opened its
Animated Champions for Charity logo	doors, the company wanted to leverage what it stands for, to make a societal and emotional impact that's larger than the cars themselves. That's why the Lexus Champions for Charity golf series was launched.
	It's one of the longest running, most successful grassroots charity golf programs in the country.

Footage from La Quinta tournament	Across the nation, amateur golfers compete in nearly 200 charity
Graphic of US map, showing dots indicating locations of local tournaments	tournaments held at the finest golf and country clubs. Lexus supports these local tournaments by making a generous donation to each associated charity.
B-roll, beauty shots of Pebble Beach Resorts	Each local event then selects two players from its tournament to represent their charity at the prestigious Lexus Champions for Charity National Championship, where they compete for a charity purse of \$100,000, donated by Lexus. This year, the event was held at the legendary Pebble Beach Resorts. It included three days of exciting championship play at Pebble Beach Golf Links, The Links at Spanish Bay, and Spyglass Hill Golf Course.
Soundbite testimonial, A. Schinderman, 8:11:19	<u>SCHINDERMAN</u> : This event's been spectacular. It's a great location and it's just been a first class event from the first minute we arrived here.
Soundbite testimonial, W. Friedman, 1:24:09	<u>FRIEDMAN</u> : It's been great. . . . (1:24:15) I'm telling you, I'm really impressed.

B-roll, breakfast

B-roll, golfing footage:

- Golfers head out in carts
- Spyglass logo
- Shots of golfers playing
- Spanish Bay golfing shots
- Pebble Beach golfing shots
- Lone Pine Rock at Pebble Beach

NARRATOR (V.O.): Each day starts with a gourmet breakfast, followed by a few practice swings on the driving range. Then, the golfers head out to the various courses: Spyglass Hill Golf Course, with its narrow, tree-lined fairways and elevated greens -- The Links at Spanish Bay, with ocean vistas, rolling fairways and tricky greens - and the legendary Pebble Beach Golf Links, with challenging t-shots like the 7th hole, heading straight into the Pacific, and the 18th hole, guarded by the rocky coast . . . plus daunting fairways like the 8th and 9th holes, that seem to go on forever . . . treacherous sand traps . . . and the lush, yet unforgiving greens that demand a golfer's very best. Everywhere, there's unsurpassed beauty -- as famed writer Robert Louis Stevenson put it, "the most beautiful place on Earth where land and sea meet."

Soundbite testimonial, B. Bork, 3:14:30

BORK: The vistas on this course are truly unbelievable. It's a once in a lifetime experience and we're glad we're here.

Soundbite testimonial, D. Stuart, 3:15:31

STUART: Fantastic courses, and the place is beautiful. I'd love to do it again.

B-roll, Peter Jacobsen golf clinic, various shots

NARRATOR (V.O.): One of the highlights of this year's event was the golf exhibition and clinic hosted by PGA touring pro, Lexus's own Peter Jacobsen. The Senior U.S. Open champion is among the top 100 career money winners on the PGA tour.

Golf clinic footage, Jacobsen gives tips as golfer gets ready to take chip shot, 11:36:27

JACOBSEN: I want you to close this blade . . . Set up square . . . Now close the blade . . . About another degree or two . . . Close it a little more now . . . Now just go ahead and make your stroke.

(Golfer hits chip shot)

CUT (OR FLIP OR WIPE) TO:

Golf clinic footage, Jacobsen demos chipping technique for same golfer from previous shot, 11:37:26

JACOBSEN: I just close it . . . *(Jacobsen hits chip shot)* And it's gonna hit, and it's gonna run . . . *(Walks over to golfer and shakes his hand)* Okay, you got it.

Soundbite testimonial, S. Walker, 8:13:45

WALKER: You feel like you're a touring pro. . . . (8:13:00) I mean, it's a fantastic time. Anybody who comes is going to have a good time.

Soundbite testimonial, T. Massey, 8:23:30

MASSEY: And the fact that the funds go to charity is probably the best thing about it, it's wonderful.

B-roll, recreational footage

NARRATOR (V.O.): Once the day's golfing is done, the guests are free to enjoy the many amenities and recreational opportunities at the resort.

B-roll, beauty shots of Lexus vehicles, Pebble Beach Resorts

Lodge & SC430, 3:26:50

And since Lexus is the preferred vehicle of Pebble Beach Resorts, guests can be chauffeured from golf course to spa treatment in a Lexus. Lexus vehicles are also available for test drives upon request. What better way to experience the famous 17-mile drive around the Monterey peninsula than in a luxurious Lexus?

Soundbite testimonial, W. Schinderman, 8:11:33

SCHINDERMAN: From the moment we got here to the cars picking us up, it was really a first class operation.

Soundbite testimonial, M. Critchfield, 8:25:21

CRITCHFIELD: Not only first class accommodations but first class hospitality.

B-roll, awards evening

B-roll, tape 14, trophies

NARRATOR (V.O.): After three days and 54 holes of intense play, the event culminates with the Champions' Dinner -- where the winning teams receive their hard-earned contributions for their local charities. This elegant affair also gives guests an opportunity to view Lexus products up-close and personal, and to enjoy world-class entertainment.

Soundbite of Louie Anderson performing,
13:45:22

Super: **Louie Anderson**

ANDERSON: We almost hit a deer. But it was the daytime, so it was alright, because they can go. At night, they freeze on your headlights. I always wondered, what's the deer thinking. "What is that, a Lexus?" *(Audience laughter)*

Soundbite of Edwin McCain performing
(select footage from 13:46:01-13:57:03)

Super: **Edwin McCain**

(Edwin McCain sings, accompanying himself on guitar)

NARRATOR (V.O.): Peter Jacobsen revealed that golf isn't his only talent.

Soundbite of Peter Jacobsen performing with
Edwin McCain (select footage from
13:57:04-14:00:07)

(McCain & Jacobsen sing duet, both playing guitars)

CG: Scroll list of charitable organizations
helped by Lexus Champions for Charity

NARRATOR (V.O.): Since its launch, Lexus Champions for Charity has sponsored almost 2000 local charity golf events, raising funds for a wide range of charitable causes.

R. Fisco on stage, speaking at championship awards dinner, 12:51:02

FISCO: Our first year, we started with 63 charities. This year, we had over 190 charities raising over \$1.1 million. (*Audience applause*) And in fact, over the last 16 years, you all raised nearly \$89 million for charities coast-to-coast. That's certainly worth applauding. (*Audience applause*)

B-roll, golf & dining footage

NARRATOR (V.O.): Lexus cordially invites you to become a part of this rewarding and worthwhile experience -- to join other compassionate and dedicated individuals who are making a difference in their communities.

Soundbite, Peter Jacobsen on golf course, addresses viewers, 12:22:00

JACOBSEN: Hi, I'm Peter Jacobsen. I'm coming to you from the 18th Green at the beautiful Pebble Beach golf links, site of this year's Lexus Champions for Charity. I encourage all of you to join me at next year's event. It's great golf, it's great fun, and it's a way for you to support your community through charity dollars, all donated by the great people at Lexus. So I look forward to seeing you next year at Lexus Champions for Charity.

Champions for Charity logo

(*Music up for Champions for Charity logo*)

FADE OUT