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City of La Quinta Sees Bob Hope Classic's New Sponsor as an Opportunity

La Quinta, CA - The announcement of Humana partnered with the William J. Clinton Foundation as the new title sponsor of the Bob Hope Classic has La Quinta City officials looking forward to many new opportunities for the community.

"We're pleased to see an agreement come into play that will secure this deeply-rooted tournament for another 8 years," said Don Adolph, Mayor of the City of La Quinta. "And it's gratifying to hear the intention is still to support local charities through the philanthropic efforts of this event."

The City of La Quinta, a HEAL (Healthy Eating Active Living) City, has embraced healthy living in many different aspects -- from promoting physical activity through a number of free programs to encouraging residents to "get active" via its communications materials. The missions of Humana and the William J. Clinton

Foundation are very much in sync with the City of La Quinta's focus on good health.

Prospective changes in the tournament will bring a fresh perspective to the event, and the City foresees great opportunities for local businesses and hotels, as well. The City hopes to foster a good working relationship with all key partners of the tournament, including the PGA TOUR, Desert Classic Charities, Humana, and the William J. Clinton Foundation.

"The Bob Hope Classic has awarded the City of La Quinta national exposure, which has boosted La Quinta in the tourism market. The new Hope will, undoubtedly, continue to keep La Quinta in the spotlight," said Linda Evans, La Quinta's Mayor Pro-Tem.

As many details of the enhanced tournament continue to be worked out and unfold, the City of La Quinta -Host City-welcomes the Bob Hope Classic again in 2012 and hopes to play a key role in the event for years to come.

For more information, please call Doug Evans, Assistant City Manager - Development Services at (760) 777-7108.



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