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FOR IMMEDIATE RELEASE

PRESS RELEASE

Swing for a Cause, a Mercedes, a Trip to the Masters! ***LAMAR'S 3rd Annual Ali Kemp Educational Foundation Golf Classic***

(KANSAS CITY, MO) - Be a part of this fun, empowering and educational event by playing, sponsoring or showing support. The Ali Kemp Educational (T.A.K.E.) Foundation and Lamar Advertising team up to host the 3rd Annual Ali Kemp Educational Foundation Golf Classic to be held **Thursday, September 30 2010**. This year's tournament will be played at Swope Memorial **6900 Swope Memorial Drive Kansas City, MO**. Registration begins at 11a.m. and the tournament will kick off with a shotgun start at 12p.m.

New this year is two hole-in-one prizes. A **Mercedes** or a **trip for two to next year's Masters Tournament!** The trip includes 2 passes for the week, airfare for two, a house for the week and \$1,500 in cash.

Tournament participants will pay a \$150 registration fee, which entitles them to green fees, a cart, lunch from Johnny C's, beverages, a full dinner provided by *Jazz-a Louisiana Kitchen*, dessert provided by Sheridan's Frozen Custard, Blanc Burgers' sliders during the tournament and a gift bag. Immediately following golf is dinner and an auction with items such as golf for four, autographed priceless memorabilia and tickets for various events to name a few of the items up for bid.

"LAMAR and all the volunteers have outdone themselves again. With two successful and fun years underway we're ecstatic for this year's event," says Roger Kemp.

All proceeds from this golf tournament will benefit local women of all ages by giving them the opportunity to learn self defense skills that could save their lives. It's a fun event that makes a difference!

ABOUT T.A.K.E. Established in partnership with Johnson County Park and Recreation District and in cooperation with Blue Valley Recreation Commission and Leawood Park and Recreation, T.A.K.E. Defense Training is a program taught by women for women with one goal in mind: saving lives. The T.A.K.E. Defense classes have trained over 38,000. All monies raised for The Ali Kemp Educational Foundation are dedicated to providing programs and scholarships for young people from middle school through adulthood. T.A.K.E. Defense Training program has been featured on America's Most Wanted, ABC's 20/20, CBS Evening News with Katie Couric and A Current Affair.
www.TAKEdefense.org

ABOUT LAMAR Lamar Advertising a leading outdoor advertising company currently operates over 150 outdoor advertising companies in 44 states and Puerto Rico, logo businesses in 18 states and the province of Ontario, Canada and approximately 70 transit advertising franchises in the United States, Canada and Puerto Rico. ***Additional Details Attached or contact Bob Fessler, GM Lamar Advertising 816.924.5900***

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