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22nd Frank Sinatra Starkey Hearing Foundation Celebrity Invitational Announces Celebrity List and Parties and Gala Entertainment

Tickets to all celebrity events on sale now

Indian Wells, CA. Landmark Golf Office~~For Immediate Release

The **22nd Frank Sinatra Starkey Hearing Foundation Celebrity Invitational** recently announced the Celebrity List and entertainment line-up for three (3) nights of fundraising parties. Well known comedian **Tom Dreesen** will serve for the 22nd time as the “master Master of Ceremonies” as nicknamed by Frank Sinatra.

The **Thursday Night Pairings and Dinner Party** will feature comedian and musician, **Gary Mule Deer**. The **Friday Night Auction and Dinner Party** welcomes back the Grammy winning **Gatlin Brothers**. **Saturday Night’s Black Tie Gala** headliners will be “America’s double act,” the **Smothers Brothers**, and **Wallis Annenberg** will be honored by Barbara Sinatra as the “**Champion of the Children.**”

Robert Wagner, Co-Host, and **Dick Van Dyke**, Honorary Spokesman, will join **Barbara Sinatra** on stage Thursday and Saturday Nights, and **Norm Crosby** will serve as the 2010 Celebrity Grand Marshal on Eagle Falls Golf Course.

Tickets are available at 1-800-FS STARS.

Celebrity List

James Bacon 2009 Celebrity Grand Marshal

Pat Boone

John Callahan

Norm Crosby 2010 Celebrity Grand Marshal

Michael Dante

Dave Dettman (Dr. Gadget)

William Devane

Joel Douglas

Tom Dreesen Master of Ceremonies

Chad Everett

Dennis Farina

Vince Ferragamo

Rollie Fingers

Steve Garvey

Berry Gordy

Larry Gatlin

Rudy Gatlin

Steve Gatlin

Berry Gordy

Beverly Johnson

Dan Lauria

Joe Mantegna

Ed Marinaro

Peter Marshall

Ron Masak

Gary Mule Deer

Charles Pasarell

Ron Perlman

Frankie Randall

Christopher Rich

Smokey Robinson

Bill Smitrovich

Dick Smothers

Tommy Smothers

Elke Sommer

Jerry Vale

Dick Van Dyke Honorary Spokesman

Robert Wagner Co-Host

Fred "The Hammer" Williamson

Celebrity List subject to change

Background

The **22nd Frank Sinatra Celebrity Invitational** golf tournament will be hosted by **Fantasy Springs Resort Casino** on Friday, February 19 and Saturday, February 20, on **Eagle Falls Golf Course**. **Starkey Hearing Foundation** returns for the second year as the title sponsor of the 22nd Frank Sinatra Starkey Hearing Foundation Celebrity Invitational.

Other major sponsors are Brown-Forman/Jack Daniels since the tournament's inception and the new tournament host Fantasy Springs Resort Casino-Eagle Falls Golf Course and its owners, The Cabazon Band of Mission Indians.

Tournament events begin at Fantasy Springs on **Thursday**, February 18 with tournament registration, known as "Frank's Place," from 10:00 a.m. to 6:00 p.m. and an evening Pairings Party "Pasta Italiano" with a silent auction and entertainment by comedian musician, **Gary Mule Deer**.

Friday, February 19 is the first day of the shotgun start golf tournament at 8:30 a.m. on Eagle Falls Golf Course in Indio, California. Norm Crosby will serve as the 2010 Honorary Marshal on the golf course. Non-golfers will attend a spectacular Luncheon and Fashion Show by **Troy on El Paseo** featuring the designs of **Lourdes Chavez**. Friday evening is the Live and Silent Auction Party "Frank's Favoriti Italiano" with entertainment by **The Gatlin Brothers**.

Saturday, February 20 is the final round of the golf tournament, shotgun start at 8:30 a.m. on Eagle Falls Golf Course and the Black Tie Gala with headliners, **The Smothers Brothers** and **Barbara Sinatra** will honor philanthropist **Wallis Annenberg** as the "Champion of the Children."

Tom Dreesen returns for the 22nd time as the master of ceremonies for all tournament parties; and he will be joined on-stage by chairwoman **Barbara Sinatra**, co-host **Robert Wagner**, honorary spokesman **Dick Van Dyke** and title sponsor **Bill Austin of Starkey Hearing Foundation**.

Sunday, February 21, Barbara Sinatra will host an **Open House and Tour of the Barbara Sinatra Children's Center** from 11:30 a.m. to 1:00 p.m. The public is invited at no charge.

About the golf tournament

Known as “Frank’s Little Party in the Desert,” Barbara and Frank Sinatra founded the Frank Sinatra Celebrity Invitational in 1988 to raise funds for the Barbara Sinatra Children’s Center which opened in 1986 at Eisenhower Medical Center. Through their efforts, and those of supporters around the world, the Frank Sinatra Starkey Hearing Foundation Celebrity Invitational has become one of the most successful fundraising events of its kind. Visit www.franksinatragolf.org for the celebrity list and event updates.

About Starkey Hearing Foundation

Starkey Hearing Foundation is the “Global Leader in the Gift of Hearing,” delivering more than 50,000 hearing instruments annually through hearing missions in 86 countries. Founded by William F. Austin in 1984 with the vision, *So the World May Hear*, countless numbers of lives are touched by better hearing through Starkey Hearing Foundation missions. With the goal to heighten social consciousness on the importance of hearing, Starkey Hearing Foundation launched a Hearing Conservation program, *Sound Matters*, to educate the public about responsible listening. Today, the Foundation is sustained by the selfless efforts of volunteers and donors spanning the globe. Since 2000, the Foundation has distributed more than 305,000 hearing instruments to those in need around the world. Visit www.sotheworldmayhear.org to learn more.

About Barbara Sinatra Children’s Center

The mission of the nonprofit Barbara Children’s Center is to provide counseling for victims of physical, sexual and emotional child abuse and to focus on prevention, community education and breaking the cycle of abuse. Services are provided regardless of a family’s ability to pay. The Barbara Sinatra Children’s Center is a federally registered 501(c) 3 nonprofit organization. Visit www.SinatraCenter.org for more information.

Contact Information

Tournament Office: 1-800-FS STARS www.franksinatragolf.org

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