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**22nd Frank Sinatra Starkey Hearing Foundation Celebrity Invitational
Gala Honoree: Wallis Annenberg**

Tickets to all celebrity events on sale now

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

Barbara Sinatra recently announced that **Wallis Annenberg** will be honored as the “Champion of the Children” at the Black Tie Gala of the **22nd Frank Sinatra Starkey Hearing Foundation Celebrity Invitational** on Saturday, February 20 at Fantasy Springs Resort Casino.

“The highlight of the Gala will be a special presentation to Wallis Annenberg. She is a *grand* philanthropist in our world...she has a very big heart, and we all want to thank her—especially the children who have been through the Barbara Sinatra Children’s Center,” said Barbara Sinatra. “The Sinatras and the Annenbergs have shared a long and wonderful friendship for many, many years,” continued Mrs. Sinatra.

During the presentation at the upcoming Black Tie Gala, Mrs. Sinatra also will acknowledge, with deep affection, Mr. and Mrs. Walter Annenberg, Wallis's father and stepmother, who generously donated the land in the mid-1980s that now houses the Barbara Sinatra Children's Center at Eisenhower Medical Center.

Wallis Annenberg is the Chairman of the Board, President and CEO of the Annenberg Foundation based in Los Angeles, California. Ms. Annenberg is a life-long philanthropist, dedicated to education, communications, arts and culture, children's rights, medical research, animal welfare, social justice and environmental stewardship.

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

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