

For Immediate Release
Contact: Karen Hegner
214-529-6681 or khegner7894@sbcglobal.net

For Immediate Release
Contact: Karen Hegner
214-529-6681 or khegner7894@sbcglobal.net

SEAN PAYTON'S PLAY IT FORWARD FOUNDATION CELEBRITY
KID'S CLASSIC SPONSORED BY WEST JEFFERSON HOSPITAL
FOUNDATION

Inaugural golf tournament presented by Fore!Kids Foundation set for May
11 at

TPC Louisiana and to feature celebrities, professional athletes and
coaches

New Orleans, La (April 1, 2009)...Payton's Play It Forward Foundation
(PPIFF), formed last year by New Orleans Saints Head Coach Sean
Payton and his wife, Beth, recently announced the inaugural PPIFF
Celebrity Kid's Classic sponsored by the West Jefferson Hospital
Foundation and presented by the Fore!Kids Foundation

The golf tournament will be held on Monday, May 11, 2009, at the TPC
Louisiana, home course of the PGA Tour's Zurich Classic.

"West Jefferson Hospital Foundation is pleased to be associated with such
a well-known and worthy event," states Nancy R. Cassagne, Chief
Executive Officer at West Jefferson Medical Center. "Sean Payton's
Celebrity Kids Classic promises to be a great deal of fun for both the
players and celebrities but more importantly, it holds the promise of a
brighter tomorrow for many children and families."

The tournament, which will benefit children's charities throughout the
Greater New Orleans region, will be held in lieu of PPIFF's Black and Gold
Gala in 2009. "The 2008 Black and Gold Gala was a tremendous
success," said Payton. "But in these challenging economic times, we didn't
want to ask too much from the generous community of New Orleans.

"We hope to hold the Second Annual Black and Gold Gala in 2010."

--more--

SEAN PAYTON'S PLAY IT FORWARD FOUNDATION CELEBRITY
KID'S CLASSIC SPONSORED BY WEST JEFFERSON HOSPITAL
FOUNDATION /page two

Sponsorship levels for the Celebrity Kid's Classic range from \$15,000 for
the presenting sponsorship to \$2,500 for a foursome, which includes food,
unlimited beverages and a fantasy celebrity draft. Hole sponsorships are

available at \$500.

All teams will include four players and one celebrity player. Drew Brees, Reggie Bush, Mark Brunell, Marshall Faulk, Joe Johnson, Marcellus Wiley, Mike Jones, Dalton Hilliard, Toi Cook and Robert Smith of the National Football League, and country singer Pat Green are just a sampling of celebrity participants. The May 11 tournament begins at 1 p.m. with a shotgun start; entry deadline is Friday, May 1. For an entry form or more information on Sean Payton's Play It Forward Foundation Celebrity Kid's Classic or about PPIFF, contact Karen Hegner, PPIFF executive director, at 214-529-6681 or khegner7894@sbcglobal.net, or visit www.paytonisplayitforwardfoundation.com.

About Payton's Play It Forward Foundation

Founded in 2008 by New Orleans Saints head coach Sean Payton and his wife, Beth, the mission of Payton's Play it Forward Foundation (PPIFF) is to improve the quality of life for local families through educational-based initiatives, increased and improved health-care support systems, and social welfare through research, education and professional services for disadvantaged and disabled individuals and families in the Greater New Orleans area and across the state. In operation for less than a year, PPIFF has distributed more than \$350,000 to local charities. For more information, visit www.paytonisplayitforwardfoundation.com.

About West Jefferson Hospital Foundation

The West Jefferson Hospital Foundation is a not-for-profit 501(c)(3) entity which provides financial support to West Jefferson Medical Center. Funds donated to and raised for the Foundation have provided fundraising for a number of service areas including oncology, the Alzheimer's Day Care Center, cardiovascular care and women's services. As a charitable support organization of our community hospital, the Foundation is dedicated to raising private funds to enhance patient care. The funds raised by the Foundation provide additional investment in the Medical Center's mission of service and a vision of improvement in the health status of our community in partnership with the Medical Staff. For more information, visit www.wjmc.org.

About Fore!Kids Foundation

Helping kids through golf is more than a mission. It's a passion. Since 1958, the Fore!Kids Foundation has raised money to fund children's service organizations through golf events like the Zurich Classic of New Orleans, the Golf Ball Gala, an AJGA event, a kids' summer junior tour, and several charitable golf tournaments. As a 501(c)(3) corporation, Fore! Kids has helped to raise more than \$18 million to date, providing healthcare, education and hope for more than 200,000 kids each year. For

more information, visit www.forekidsfoundation.com.

--end--

About Payton's Play It Forward Foundation

Founded in 2008 by New Orleans Saints head coach Sean Payton and his wife, Beth, the mission of Payton's Play it Forward Foundation (PPIFF) is to improve the quality of life for local families through educational-based initiatives, increased and improved health-care support systems, and social welfare through research, education and professional services for disadvantaged and disabled individuals and families in the Greater New Orleans area and across the state. In operation for less than a year, PPIFF has distributed more than \$350,000 to local charities. For more information, visit www.paytonsplyitforwardfoundation.com

About Fore!Kids Foundation

Helping kids through golf is more than a mission. It's a passion. Since 1958, the Fore!Kids Foundation has raised money to fund children's service organizations through golf events like the Zurich Classic of New Orleans, the Golf Ball Gala, an AJGA event, a kids' summer junior tour, and several charitable golf tournaments. As a 501(c)(3) corporation, Fore! Kids has helped to raise more than \$18 million to date, providing healthcare, education and hope for more than 200,000 kids each year. For more information, visit www.forekidsfoundation.com.

All appearance and speaking requests for Coach Payton should be directed to Yee & Dubin Sports. Requests may be made by telephone at 213-892-7420 or by emailing Shantal Lamelas at shantal@yeedubin.com.