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FOR IMMEDIATE RELEASE

**Greenville Business & Industry Day Slated for August 14-15 at
The Greens of Greenville
Event to Feature Two-Day "Keystone Shoot-Out" Long Drive Competition**

Greenville, Pa. (August 5, 2011) – The 61st Annual Greenville Business & Industry Day is set to take place at the *Greens of Greenville* on Monday, August 15, 2011 beginning at 7:30 a.m. The event will be preceded by the second annual "Keystone Shoot-Out" long drive competition on Sunday, August 14. Sunday's event will serve as the qualifier for the championship on Monday.

Business & Industry Day serves as a fundraiser for the Greenville Area Economic Development Corporation and the Greenville Area Chamber of Commerce. All proceeds will be used to promote the Greenville area for business development through the organizations' respective missions. Tom Roskos, local golf pro and LDA competitor, will again serve as the host of the event.

The "Keystone Shoot-Out" long drive competition is sanctioned by the Long Drivers of America, and is now an official stop on the organization's annual tour. Qualifying for the Shoot-Out will take place on Sunday afternoon beginning at 9:00 a.m. with the preliminary rounds of competition. The Keystone Shoot-Out Championship will take place on Monday at the conclusion of the day's pro-am golf scramble with Quarterfinals, Semifinals and Finals. As many as 48 nationally competing professional long-drive golfers are expected to compete for a \$30,000 purse.

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Returning champion Kevin Bullard from Atlanta, Georgia will be competing, as well as Sean "The Beast" Fister, three-time Long Drive World Champion.

LDA owner and CEO, Art Sellinger, is also expected to be in attendance for the event.

An amateur long drive competition will take place on Sunday, August 14 after the Pros at approximately 3:00 p.m. Amateurs can compete in one of three age categories: High School Students; those age 49 and younger and those age 50 and older. The winner in each of these categories will win a trophy.

The competitions and the scramble are open to the public at a cost of \$30 for spectator/lunch tickets. Individual spectator tickets for Monday's scramble are available at a cost of \$20 and individual golf tickets for Monday's pro-am golf scramble can be purchased for \$125.

Business & Industry Day on Monday will consist of registration and continental breakfast beginning at 7:30 a.m., followed by a shotgun start at 8:30 a.m. Lunch will be served by the Gallery Grille staff at 2:00 p.m. and the Keystone Shoot-Out Championship will take place at 3:00 p.m. Awards will be presented and prizes distributed following the competition. A cash bar will be available all day, as well as beverage carts available on the course.

In order to make this event as successful as possible, the Greenville Business & Industry Day committee is asking for support from the local business community through sponsorships, in-kind donations and event registrations. The event will be marketed heavily in the tri-county region and beyond, so businesses will receive significant exposure in return for their support.

All or a portion of donations may be tax deductible. Participants and sponsors can pay on-line via credit card at the event's website, www.b-igolf.com.

Information detailing the available sponsorship levels and entry fees, as well as on-line payment options, are available at the event's official website, www.b-igolf.com or by contacting Gwen McAllister of GAEDC at 724-588-1161.

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About Long Drivers of America:

Long Drivers of America (LDA) is a dynamic, innovative golf events company owned and operated by long drive pioneer Art Sellinger. Founded in 1995 and based in Roanoke, Texas, LDA is best known for staging the annual RE/MAX World Long Drive Championship powered by Dick's Sporting Goods, the premier event in power golf. More information on Long Drivers of America can be found at www.longdrivers.com.

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