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## A Sexton Communications Press Release FOR IMMEDIATE RELEASE

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### **TONIGHT SHOW'S JAY LENO TO BE FEATURED AT BUICK INVITATIONAL 2<sup>ND</sup> ANNUAL DIAMOND IN THE ROUGH GALA**

The Century Club of San Diego has announced that Jay Leno, host of the Emmy Award-winning Tonight Show, will be the featured entertainer at The Buick Invitational's 2<sup>nd</sup> Annual Diamond in the Rough Gala, Saturday, January 20, 2007, at the Manchester Grand Hyatt, San Diego. The "Gala" is presented by North Island Credit Union and proceeds from the dinner, live auction, and entertainment event will benefit PRO KIDS and Monarch School. Last year's inaugural event, which featured country artist Trisha Yearwood, raised \$134,000 each for the same two non-profit organizations.

Former San Diego Charger and current NBC 7/39 Sports caster, Jim Laslovic will be the emcee for the black tie optional event that will attract the cream of San Diego society and philanthropy, along with national and local golf, sports and entertainment enthusiasts.

Established in 1994, The Pro Kids Golf Academy & Learning Center's mission is to provide a safe, healthy and positive environment where children can spend their free time learning and playing golf. The Pro Kids Golf program helps combat juvenile delinquency by providing students an opportunity to learn new lifetime skills and to be initiated into the strong value system of honesty and integrity that is an important part of the game of golf. Located in the City Heights area of San Diego, California, Pro Kids utilizes the eighteen-hole par-three Colina Park Golf Course and clubhouse.

Monarch School serves homeless and at-risk students. Its mission is to provide an environment where homeless and at-risk youth can improve their lives through education. Monarch operates through a partnership between the San Diego County Office of Education, which provides the educational component, and the Monarch School Project, a non-profit formed to raise money for the non-traditional needs of Monarch's students, such as after-school programs, visual and performing arts, field trips, mentoring, tutoring, and post-graduation support, as well as, the basics of laundry facilities, food, clothing and personal hygiene items.

Jay Leno follows in the footsteps of legendary NBC late-night hosts Steve Allen, Jack Paar and Johnny Carson and is the host of the Emmy Award-winning and top-rated “The Tonight Show with Jay Leno.” Beginning his 15th season in May 2006, Leno has created his own unique late-night style with a combination of humor, talk and entertainment. Leno’s “everyman” style and personality have helped him earn millions of fans worldwide and he’s been touted as one of the nicest and hardest working people in show business – a winning combination for the man who says, “Anyone can have a life - careers are hard to come by!” In addition to the upcoming 15-year milestone, “The Tonight Show with Jay Leno” has experienced numerous highlights during his reign, including winning four Emmy Awards - the first in 1995 for Outstanding Comedy, Variety or Music Series. Leno’s personal highlights include receiving a star on Hollywood’s Walk of Fame and being the first person to drive the pace car of all major NASCAR events.

Tickets for the glitz and glamour of the 2<sup>nd</sup> Annual Diamond In The Rough event are **\$250.00** per person and tables of 10 are **\$2,500**; premium tables are available at **\$5,000**. Tickets can be purchased by calling 619.281.4653 or visiting the event website at [www.buickinvisational.com](http://www.buickinvisational.com). For more media information, please contact Les Edelson at Sexton Communications, 858.634.5217, [les@sextoncommunications.com](mailto:les@sextoncommunications.com).

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