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COUNTRY MUSIC STAR DARIUS RUCKER TO HEADLINE CHARITY CONCERT ON MAY 13 AT ANNIKA AND FRIENDS AT SANDESTIN GOLF AND BEACH RESORT

Destin, Fla. (Oct. 27, 2011) – Country music performer Darius Rucker will headline a charity concert on Sunday, May 13, 2012 as an exciting finale to the inaugural *ANNIKA & Friends at Sandestin Golf and Beach Resort*. The concert will be held at 7 p.m. on the North Park lawn at the beautiful Grand Boulevard at Sandestin. General admission tickets will go on sale through the event website, www.AnnikaandFriends.com, on Thursday, Dec. 1 at 10 a.m. EST.

Darius Rucker, lead singer of Hootie and the Blowfish, is now topping the country music charts as a solo artist. His 2008 release, *Learn To Live* album produced three consecutive No. 1 singles and Top 5 smash, "History In The Making." Rucker's success in the country music format was recognized at the 43rd Annual CMA Awards when he received the Top New Artist title and again with ACM, Teen Choice, and AMA Award nominations. Rucker is currently riding high with the release of his sophomore country album, *Charleston, SC 1966* which has produced two No. 1's "Come Back Song" and "This" as well as the current single, "I Got Nothin'." Rucker just announced that he will be joining Grammy award winning trio Lady Antebellum on the second leg of the *Own The Night 2012* World Tour, which will kick off in Tulsa, Okla. in late January and will run through June 2012.

The inaugural *ANNIKA & Friends at Sandestin Golf and Beach Resort* will take place May 12-13, 2012. Hall of fame golfer Annika Sorenstam, along with her celebrity friends and famous athletes, will join in an amazing weekend filled with golf, social events and fine dining. All proceeds from the weekend will go to the ANNIKA Foundation to fund the implementation of SPARK – the leading physical education program for children in schools – in elementary schools in Northwest Florida and across the state.

The concert will be held at Grand Boulevard at Sandestin, the award-winning shop, dine, play and stay Town Center located on Northwest Florida's beaches. In addition to the Sunday night concert, the weekend's events will include a cocktail reception featuring ANNIKA wines and dinner party with Annika, celebrities and sports personalities on Saturday, May 12 and a SPARK demonstration, Annika-led golf clinic, celebrity golf tournament and VIP reception prior to the concert on Sunday.

For more information, please contact Monark Events at 850-728-9476. Beginning Tuesday, Nov. 1, the event website, www.AnnikaandFriends.com, will have full event information and weekly updates.

About the ANNIKA Foundation

The ANNIKA Foundation teaches children the importance of living a healthy, active lifestyle through fitness and nutrition, and offers aspiring junior golfers opportunities to pursue their dreams. The Foundation has partnered with several key organizations to promote healthy and active lifestyles for children, including SPARK, the leading physical education program for schools; Florida Hospital for Children, supporting its *Healthy 100 Kids* initiative; and The First Tee, developing the *Nine Healthy Habits* curriculum for children. The Foundation annually conducts three major golf events for aspiring junior girls, including the ANNIKA Invitational at Reunion Resort in Orlando, Fla., the award-winning American Junior Golf Association (AJGA) event; the ANNIKA Invitational at Mission Hills in China for top Asian juniors; and the ANNIKA Cup, a team event for the top juniors in Sweden. The Foundation awards SPARK grants to schools, is a financial supporter of *Healthy 100 Kids*, and has endowed an ACE scholarship with the AJGA. Other key Foundation initiatives include ANNIKA Junior Day, the ANNIKA Inspiration Award and scholarships for aspiring Swedish juniors. More information about the ANNIKA Foundation can be found at www.annikafoundation.org.

About Sandestin Golf & Beach Resort

Sandestin Golf and Beach Resort is the #1 resort on Florida's Emerald Gulf Coast, and was rated among the top golf resorts in the country by leading golf magazines. It is nestled on 2,400 spectacular acres from the Beach to the Bay. The resort features 30 charming communities with 1,400 villas, town home and condominiums and the finest in Destin, Florida area accommodations. Sandestin is part of South Walton, which was named as one of the top destinations in the world to visit by *Frommer's Travel Guide*. Sandestin also features four championship golf courses, 15 world-class tennis courts, 19 swimming pools, a 98-slip marina, a fitness center and spa, The Village of Baytowne Wharf, a 29-acre village featuring boutique shops, casual and fine dining restaurants and nightlife.

About Grand Boulevard

Grand Boulevard is the shop, dine, play and stay Town Center located on Northwest Florida's Beaches. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. Grand Boulevard is a Howard Group and Merchants Retail Partners property. For more information, please call (850) 654-5929 or visit www.grandboulevard.com.

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