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*14<sup>th</sup> Annual*  
**Gentle Ben Charity Challenge**

*Dallas, Texas, November 23/24 to 27, 2011*



**FOUR SEASONS RESORT AND CLUB**

*Dallas at Las Colinas*

***“The Gentle Ben Gives Thanks!!”***

**The ultimate Golf & Sports Getaway in support of cancer care and research**

Dear Gentle Ben Golfers,

Over the past 13 years, the Gentle Ben Charity Challenge has raised over **\$1 million** to fund cancer support and research programs. We are thrilled to announce our 2011 destination – Dallas, Texas, home of Staubach, Landry and of course JR & Miss Ellie!!



We listened closely to what you had to say – you wanted a “play & stay” resort, sports, and great value. Well, we’ve responded with our own GB stimulus package – the best deal and package in our event’s history!!

This year, the GB has it all. A premier PGA Tour course. The luxurious Four Seasons resort. One of the highlights of the NFL year – the Dallas Cowboys Thanksgiving Day game. And if that’s not all, keep reading to see who’s in town to play the Stars on the NHL schedule! All this for an incredible bargain cost.

We expect the GB to see out quickly, so please review the amazing lineup we’ve put together, and check what to do under “Your Next Steps”. We look forward to you joining us in Dallas for the greatest GB yet!!

# Golf Courses:

## [TPC Four Seasons Las Colinas](#)

Home to the PGA Tour's **HP Byron Nelson Championship!** Check it out at [http://www.fourseasons.com/dallas/golf/tpc\\_four\\_seasons\\_las\\_colinas/](http://www.fourseasons.com/dallas/golf/tpc_four_seasons_las_colinas/).



The Byron Nelson Championship was established in 1944 – and won by the man himself! The Championship remains one of only two tournaments named after golfers (the other being Arnold Palmer Invitational).

Among the winners of this tournament are the greatest names in golf, past and present – Nicklaus, Hogan, Snead, Floyd, Mickelson, Woods, Els, Watson, Garcia, Vijay and of course Byron Nelson. Will yours be the next name on the winners list?

Here's a rare chance to play on a PGA Tour course, one that is home to one of storied championships in the game.

## [Cottonwood Valley Golf Course](#)

Did you know that up until 2008, the Byron Nelson Championship was played at two courses? In order to shorten the first two rounds of the tourney, they played Cottonwood Valley Golf Course – which will also be part of GB 14.

Cottonwood Valley, designed by famed golf architect Robert Trent Jones Jr., features the rolling hills of Las Colinas, with water in play on nine holes (never an issue for our golfers). The signature hole has a green in the shape of Texas, with a bunker in the shape of Oklahoma and a lake resembling the Gulf of Mexico. For more, see [http://www.fourseasons.com/dallas/golf/cottonwood\\_valley\\_golf\\_course/](http://www.fourseasons.com/dallas/golf/cottonwood_valley_golf_course/).

**BREAKING NEWS: We have just negotiated ALL YOU CAN GOLF. So right after your round, head out for another 18 – all you have to pay is for the cart!!**

# Sports Heaven (part 1):



Professional football teams and leagues have played on Thanksgiving since the [first all-pro league](#) formed in 1902. It carried over when Buffalo and Rochester, two members of the [New York Pro Football League](#), held their championship on Thanksgiving 1919.

Since 1966, the big Thanksgiving game has been in Dallas – which you'll attend this year to watch:

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vs.



**Cowboys**

**Dolphins**

To add to the excitement, you'll watch this Thanksgiving Day classic at the new Cowboys stadium, The House That Jerry Built, with the largest stadium screen in the world and over 3,000 Sony high-def TVs – this will be the stadium experience of a lifetime.



## Sports Heaven (part 2):



There is nothing better than watching the NHL in the deep south – the GB will have the run of the house when we are watching...get ready for it....



This is going to be a fantastic game, and we have the BEST seats in the house! You are going to be in for an amazing time at the Dr. Pepper Arena! We want everyone in their Leafs jerseys, as we cheer on our team in their quest for the Stanley Cup!!

## Accommodations:



**FOUR SEASONS RESORT AND CLUB**  
*Walker at Las Colinas*

TheGB has never offered our group a more luxurious resort than this – the Four Seasons Resort and Club in Dallas (<http://www.fourseasons.com/dallas/>).

With everything from deluxe rooms to incredible restaurants to first class spas and gym, it's no wonder that this Four Seasons is rated as one of the best resorts in America.

The rooms will be perhaps the best you've ever had, with elegant décor, furnished balconies, an oversized marble bathroom with a deep soaking tub, a glass-enclosed shower, and separate WC. Rooms facing east overlook the TPC Four Seasons Las Colinas golf course, with a view of the Las Colinas skyline, while those facing west overlook the Cottonwood Valley Golf Course.

You can choose double or single occupancy, and we have negotiated an unbelievable – a 50% discount, which is great for any hotel, and the bargain of bargains for a Four Seasons.

## **Travel:**

In the past, we have arranged group flights. But one of the problems with booking off a section of the plane is that those are normally not the discounted seats.

To save you money, we've decided to let you book individually, either on your (i.e. Expedia or other travel web sites, or directly with airlines) or with the assistance with our own travel agency New Wave Travel – speak with Margaret at 416-928-3113 and she'll do all of the leg work.

Our estimate is that booking flights this way will save you approximately 50% compared to group bookings.

## **Beneficiaries and Fundraising:**

Year after year, we are blown away by the incredible fundraising efforts of our participants. Although the GB receives some corporate donations, the bulk of our fundraising is carried out by our golfers.

This year, we're asking each golfer to raise a minimum \$1,000 towards our designated charities, which provide care and support to cancer patients.

We continue to make it easy to solicit donations, as people can donate at a secure online site. The online donations have proved to be a powerful tool –so much that the average GB golfer doubled their previous donation effort. By approaching family, friends, colleagues, and business contacts – and through their own generosity – our golfers have always come through big.

Cancer touches everyone, and this year we want to know the cancer-related charities that are most meaningful to you. So please give the GB Committee your input, which will help us decide the specific charities to look at and possibly support.

## Schedule:

- Wednesday, Nov. 23<sup>rd</sup>: Some GBers are coming in a day early for a practice round and some R&R. We highly recommend coming in on Wednesday – come early and enjoy!
- Thursday, Nov 24<sup>th</sup>: Thanksgiving NFL football game. Game time is 3:15. So if you're travelling that day, an early flight is essential. If you come in on Wednesday, you may also have time to get in an early round before the football game.
- Friday Nov. 25<sup>th</sup>: 9:40 a.m. tee off at Cottonwood Valley. Leafs vs. Stars at 7:00 p.m.
- Saturday, Nov. 26<sup>th</sup>: 9:40a.m.tee off at TPC Four Seasons Las Colinas. Rest of the day at your leisure, but we'll have some great recommendations for dining and things to do.
- Sunday, Nov. 26<sup>th</sup>: Depart based on your travel arrangements.

## Cost:

Being the Gentle Ben stimulus package, all costs are transparent –no pork barrel spending. Based on double occupancy (single room costs available upon request), here's the scoop.

**1. Hotel and sports.** For the bargain rate of \$799.46 U.S., you get:

- 3 nights accommodations at the Four Seasons (Thursday, Friday, Saturday)
- 2 rounds of golf – (TPC Four Seasons & Cottonwood Valley)
- 1 ticket to NFL game, Dallas Cowboys vs. Miami Dolphins
- 1 ticket to NHL game, Toronto Maple Leafs vs. Dallas Stars

Note: If you're coming down on Wednesday, add just a modest room charge: \$112.13.

**2. Participation fee.** \$140 U.S., which goes partly towards our travel agent for a service fee, and partly to the GB to buy prizes for our golfers.

**3. Air.** You'll arrange, but we estimate \$300-\$500 (or zero if you use points!). Note, if you're using New Wave Travel there will be a \$52.50 service fee.

So add it all up, and you're looking at about \$1,300 – when you consider everything that covers and the overall experience, WHAT A DEAL!

Note, we'll be offering you the chance to purchase trip insurance through New Wave Travel. By law, you are required to notify us to either accept or reject. This information will be sent to you shortly. See information on registration form. Also, traveling to the U.S. requires a passport, which must be valid at least six months beyond the date of return.

## Your Next Steps:

In this attached e-mail, you will find the official Gentle Ben Registration Form. We urge you to fill it in and return a.s.a.p., as we have limited spots available and expect to sell out quickly.

**Note, we will reserve all participants on a first-come, first-served basis.**

Contact us by e-mail, phone or fax to confirm your interest with a non-refundable down payment of \$140.00:

- By e-mail: [pchung@dundeewealth.com](mailto:pchung@dundeewealth.com)
- By phone: 416-932-3588 (work)
- By fax: 416-932-3630

The land portion (hotel and sports tickets) will be charged on Oct 1<sup>st</sup>, and becomes non-refundable. If you prefer an earlier charge to take advantage of a favourable currency rate, we can charge that at your request.

We look forward to your participation in the Gentle Ben, your efforts on behalf of cancer research and support programs, and to seeing you on the tees in Dallas!