



EXECUTIVE
WOMEN'S DAY



FOR IMMEDIATE RELEASE

PGA TOUR Executive Women's Day returns to the World Golf Championships-Cadillac Championship Tuesday, March 1

Miami (February 24, 2016) – As many of the world's top PGA TOUR players prepare to showcase their skills at the World Golf Championships-Cadillac Championship, the tournament will also serve as the backdrop for a unique event designed to inspire professional women during the PGA TOUR Executive Women's Day event on Tuesday, March 1. Part of the PGA TOUR's Women's Initiative, this popular business forum annually brings together influential women nationwide to participate in an engaging day-long event focused on professional development, leadership management, networking, corporate dialogue and corporate social responsibility.

Up to 150 businesswomen participate at each event, which includes presentations, panel discussions, networking sessions and a behind-the-scenes tour of the tournament. In all, 20 PGA TOUR Executive Women's Day events will be held during TOUR events in 2016, with some of the nation's most dynamic women business leaders and innovators on board to discuss critical issues facing today's women executives.

The PGA TOUR will proudly partner with HSBC Bank USA as the sponsor of the panel discussion and keynote luncheon at the Cadillac Championship Executive Women's Day event. "HSBC Bank USA is delighted to serve as sponsor and partner to this important event. Having the opportunity to showcase women business leaders and facilitate the rich conversations and networking connections through an event like this is in line with the values of our organization. We look forward to hearing from these impressive panelists and hope all attending will come away energized and inspired," said Diane D'Erasmus, vice chair – corporate banking for HSBC Bank USA.

Panel discussions will focus on philanthropy, leadership, negotiation and financial responsibility. Panelists will include:

- Diane D'Erasmus, vice chair – corporate banking, HSBC Bank USA
- Nubielena Medina, founder & principal, NMG Consulting, Inc.
- Dr. Germaine Smith-Baugh, president & CEO, Urban League of Broward County

The keynote speaker will be personal finance expert Carmen Rita Wong, founder and CEO of multimedia content company Malecon Productions. One of the only Latinas on American television to host a daily national news program, CNBC's *On the Money*, Wong has been a national advice columnist for *Glamour*, *Latina*, *Essence* and *Good Housekeeping* as well as an expert with NBC's *TODAY* Show, MSNBC, CNN, CBS *This Morning* and ABC's *The View*, and has written for *The New York Times*. Wong was also a guest of the White House as a member of President Obama's 'Business Forward' in support of African-American, Latino and Asian business owners. A former faculty professor at New York University, she is the author of two best-selling financial advice books, including *The Real Cost of Living*.

A limited number of table sponsorships are available for the PGA TOUR Executive Women's Day event at the Cadillac Championship. To reserve a table or for more information, please contact Kelli Ferris at KelliFerris@pgatourhq.com.

Since its inception in 2013, more than 6,000 women business leaders have participated in Executive Women's Day events. A complete list of 2016 events can be found on the PGA TOUR Executive Women's Day website at www.executivewomensday.com.

About the PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, PGA TOUR Champions, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR China.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 227 countries and territories in 30 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2014, tournaments across all Tours generated a record \$140.5 million for local and national charitable organizations, after surpassing \$2 billion in all-time charitable contributions early in the year.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla.

About HSBC

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from over 6,200 offices in over 74 countries and territories in Asia, Europe, North and Latin America, the Middle East and North Africa. With assets of US\$2,729bn at 30 September 2014, the HSBC Group is one of the world's largest banking and financial services organizations.

About the World Golf Championships-Cadillac Championship

The Cadillac Championship is located in the heart of South Florida and brings the essence of Miami to life with food, fashion, music, celebrities and nightlife. The Cadillac Championship is one of four World Golf Championships sanctioned and organized by the operational committee of the International Federation of PGA Tours, which includes the Asian Tour, European Tour, Japan Golf Tour, PGA TOUR, PGA Tour of Australasia and Sunshine Tour. In addition to the World Golf Championships-Cadillac Championship, the other World Golf Championships include the Dell Match Play (Texas, USA), the Bridgestone Invitational (Ohio, USA) and the HSBC Champions (Shanghai, China). The Cadillac Championship is broadcast to more than 1 billion households in 225 countries and territories in 32 languages. Proceeds from the Cadillac Championship primarily benefit several South Florida charitable organizations. The Cadillac Championship has generated more than \$10 million for charity since its inception. The World Golf Championships as a whole have generated more than \$50 million for charitable causes since the series began in 1999.

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