



EXECUTIVE  
WOMEN'S DAY



## FOR IMMEDIATE RELEASE

### The PGA TOUR's Executive Women's Day Returns to the 2016 Zurich Classic of New Orleans

New Orleans, LA – April, 14, 2016 – As many of the world's top PGA TOUR professionals prepare to showcase their skills at the Zurich Classic of New Orleans, the tournament will serve as the backdrop for a day-long forum inspiring professional women during the PGA TOUR Executive Women's Day event on Monday, April 25, 2016. Part of the PGA TOUR's Women's Initiative, this popular business forum annually brings together influential women in tournament markets nationwide to participate in an engaging day-long event focused on professional development, leadership management, networking, corporate dialogue and corporate social responsibility.

Up to 250 businesswomen participate at each event, which includes presentations, panel discussions, networking sessions and a behind-the-scenes tour of the tournament. In all, 19 PGA TOUR Executive Women's Day events will be held during TOUR tournaments in 2016, with some of the nation's most dynamic women business leaders and innovators tapped to discuss critical issues facing today's women executives.

The PGA TOUR is proud to partner with Morgan Stanley as they serve as element sponsor of the Panel Discussion and Keynote Luncheon of the Zurich Classic event. "Success is intentional, it doesn't happen by accident. You have to be intentional about your performance, intentional about your relationships, and intentional about your choices. You have to intentionally strategize if you want to win," said Carla Harris, Vice Chairman, Global Wealth Management, Managing Director and Senior Client Advisor, Morgan Stanley.

Morgan Stanley values the importance of mentorship and engaging women in the game of golf through its partnership with The First Tee. Morgan Stanley is expanding its connection with The First Tee by inviting a select group of young, female golfers from local First Tee chapters to join them for a day of education and networking at each of the Executive Women's Day events that the Firm is sponsoring.

Panel discussions will focus on corporate, social and financial responsibility – with Randi Rousseau of WDSU-TV serving as moderator. Panelists will include:

- Caroline Gundeck, Managing Director, Morgan Stanley Wealth Management, Head of the Client Development Group for U.S. Wealth Management and Private Wealth Management
- Liz McCartney, Founder & Executive President, St. Bernard Project
- Kathleen Savio, President, Programs & Direct Markets, Zurich North America
- Keynote Speaker – Lauren Manning; Chosen by CNN as one of the most intriguing newsmakers of their first 25 years, former managing director & partner at Cantor Fitzgerald and survivor of the September 11th terrorist attacks in New York, Lauren Manning is globally recognized as an inspiring role model for anyone struggling to find strength, courage or inspiration to overcome personal or professional challenges.

Since its inception in 2013, more than 6,000 women executives 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](http://www.executivewomensday.com).

**About Morgan Stanley**

Morgan Stanley (NYSE: MS) is a leading global financial services firm providing investment banking, securities, wealth management and investment management services. With offices in more than 43 countries, the Firm's employees serve clients worldwide including corporations, governments, institutions and individuals. For further information about Morgan Stanley, please visit [www.morganstanley.com](http://www.morganstanley.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, FL.

**For more information on Executive Women's Day**, please email [ewd@pgatourhq.com](mailto:ewd@pgatourhq.com) or call 904-280-5004.

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