



EXECUTIVE
WOMEN'S DAY



FOR IMMEDIATE RELEASE

The PGA TOUR's Executive Women's Day Returns to the 2016 AT&T Byron Nelson

Female golfers from local First Tee chapters to take part in day of education and networking

Irving, TX. (May 13, 2016) – As many of the world's top PGA TOUR professionals prepare to showcase their skills at the AT&T Byron Nelson, the tournament will serve as the backdrop for a day-long forum inspiring professional women during the PGA TOUR's Executive Women's Day on Tuesday, May 17, 2016 from 9:30am. – 3 p.m. at TPC Four Seasons Resort and Club Dallas in Las Colinas.. Up to 200 businesswomen will participate in the event, which includes keynote speaker presentations, panel discussions, networking sessions and a behind-the-scenes tour of the tournament.

The PGA TOUR is proud to partner with Morgan Stanley, which serves as element sponsor of the Panel Discussion and Keynote Address for nine of the Executive Women's Day events held around the country, including the AT&T Byron Nelson event. In all, 19 PGA TOUR Executive Women's Day events will be held during PGA 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. 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.

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 this 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 Gina Miller, Founder & CEO, Gina Miller Media, serving as moderator. Panelists will include:

- Maura Gast, Executive Director, Irving Convention & Visitors Bureau
- Charlene Lake, Senior Vice President, Corporate Social Responsibility & Chief Sustainability Officer, AT&T Services, Inc.
- Marie A. Moore, Managing Director & Senior Portfolio Manager, Wealth Management, Morgan Stanley

Carla Harris will return as keynote speaker of the event at the AT&T Byron Nelson. Carla is Vice Chairman and Managing Director at Morgan Stanley. In August 2013, she was appointed by President Barack Obama to chair the National Women's Business Council. Ms. Harris has been named to many prestigious lists, including *Fortune* magazine's 50 Most Powerful Black Executives in Corporate America, *Essence* magazine's 50 Women Who Are Shaping the World and U. S. Bankers Top 25 Most Powerful Women in Finance.

Carla will focus on performance currency vs. relationship currency and what it takes to be an impactful leader. "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."

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.

The AT&T Byron Nelson will be held May 16-22 at TPC Four Seasons Resort and Club Dallas in Las Colinas.

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.

About the AT&T Byron Nelson

The AT&T Byron Nelson is hosted by the Salesmanship Club of Dallas and has been a premier PGA TOUR event for over 45 years. The tournament has raised more than \$143 million since its inception in 1968, making it the most financially successful charity event on the PGA TOUR. All proceeds benefit Momentous Institute, the nonprofit operated by the Salesmanship Club for over 95 years. The organization serves over 6,000 kids and family members directly each year through mental health and education programs. The AT&T Byron Nelson is one of North Texas' biggest sports attractions and most anticipated social events of the spring.

About 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 2015, tournaments across all Tours generated a record \$160 million for local and national charitable organizations, bringing the all-time total to \$2.3 billion.

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.

Table sponsorships are available. For more information on attending Executive Women's Day, please email ewd@pgatourhq.com or call 904-280-5004.

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