

Marketing To WOMEN

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ADVERTISING & PROMOTIONS MONITOR

SPORTS/FITNESS

Women's Sports Foundation

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Raises funds for its GoGirlGo! Sports initiative through the Ladies First Celebrity Golf Classic, the first all-female celebrity charity golf tournament. The event, held December 10-12 at the La Costa Resort & Spa in Carlsbad, California, was hosted by members of the U.S. Women's Soccer Team. The winning team included Olympic softball gold medalists Lisa Fernandez and Stacey Nuvean, "Golf Central" host Jennifer Mills, and former U.S. Women's Soccer Team Captain Carla Overbeck. Sponsors included 24 Hour Fitness, Tiffany & Co., Starbucks, Alice White Wines, United Airlines, Callaway Golf, Anheuser Busch, and others. The GoGirlGo! campaign is an activism and fundraising effort whose goal is to get 1 million girls involved in physical activity in the next three years. (*Ladies First, Jennifer Rottenberg, SVP Business Development, CC & C Management Group, 11820 Mayfield Ave., #105, Los Angeles, CA 90049; phone: 310-826-2839; e-mail: j.rottenberg@cccmg.com*)