



THE THUNDERBIRDS

FACT SHEET

FORMED: 1937

ACTIVE MEMBERS: 55

LIFE MEMBERS: 265

THUNDERBIRD MEMBERSHIP:

Each Thunderbird has demonstrated a sincere interest in sports and a dedication to community affairs. All Thunderbird activities and events are the prime responsibility of these Active Thunderbirds and are under the watchful eye of the Big Chief and Thunderbird Council. When a Thunderbird reaches the age of 45, their status changes from Active to that of Life Member. Although they are relieved of continuous duties, it is not unusual to see a Life Thunderbird lending a helping hand at The Waste Management Phoenix Open or one of the many other Thunderbird-sponsored events.

THUNDERBIRDS HISTORY:

The Thunderbirds were formed in 1937 when the Phoenix Chamber of Commerce decided to expand its role as a convention and tourism bureau. They realized there was a need for a special committee to venture into new promotional fields and five young executives were selected to lead that committee. They were:

- Whitey Chambers, Manager of a transfer and storage company
- Milt Sanders, Public Relations Executive
- Dick Heath, Sales Manager for a local radio station
- Andy Tomlinson, Downtown Merchant
- Ken Barton, Department Store Manager

After running the 1937 and 1938 Fiesta del Sol – a week long event modeled after the Jr. Chamber of Commerce Rodeo that also included bands and dancing – in late 1938 the Chamber suggested that the committee become an “Official” Special Events Committee and expand its membership. Each of the five original members then selected ten additional members to make up a committee of 55. They called themselves The Thunderbirds after the emblem of the Chamber of Commerce and adopted the uniform blue velvet tunics and silver concho belts and pendants reminiscent of the earlier Indian civilization of the area.

THE THUNDERBIRDS AND THE WASTE MANAGEMENT PHOENIX OPEN:

Synonymous with The Thunderbirds is the Waste Management Phoenix Open (formerly the FBR Open), possibly the finest sporting event in Arizona. Every January/February, the Waste Management Phoenix Open attracts the largest sporting event crowds in the

world and is recognized as one of the finest golf events on the PGA TOUR. At the 2008 Open, more than 500,000 fans made their way to the beautiful TPC Scottsdale. In recent years, PGA TOUR players voted the Waste Management Phoenix Open as their favorite stop of the PGA TOUR.

THE THUNDERBIRDS AND SPORTS:

Thunderbird-sponsored athletes participate in the entire spectrum of sports; but it is in golf that The Thunderbirds have had the most impact. Each year, The Thunderbirds sponsor The Thunderbird Collegiate Invitational. Now in its 34th year, this tournament is considered by many as the "Waste Management Phoenix Open of Collegiate Golf." It is a proven springboard into the PGA TOUR. Players like Bobby Clampett, Corey Pavin, Dan Forsman, Howard Twitty, Jim Carter, Notah Begay, Phil Mickelson, Steve Jones, Tiger Woods, Tom Purtzer and a host of others have participated in this illustrious event. Proceeds from the tournament benefit the men's and women's golf programs at Arizona State University.

Every summer, The Thunderbirds sponsor the Thunderbird Junior and Senior Golf Classics, which form the nucleus of one of the most extensive junior golf programs in the United States. These tournaments have showcased the talents of current PGA TOUR and LPGA stars like Billy Mayfair and Danielle Ammaccapane. In 1999, The Thunderbirds, in conjunction with the American Junior Golf Association, held the inaugural Thunderbird International Junior at Grayhawk Golf Club. The first event of its kind in junior golf brought together a world-class field of Polo Golf All-Americans and U.S. and International champions of junior golf from throughout the world. This event will annually feature future champions of the golfing world.

CHARITABLE HISTORY:

- \$7.83 million raised for charity from the 2007 FBR Open
- \$8.65 million raised for charity from the 2008 FBR Open – a PGA TOUR record
- Since October 2003, The Thunderbirds and the Waste Management Phoenix Open have raised more than \$42.3 million for charities (\$42,358,736).
- In their history, as hosts of the Phoenix Open, the Thunderbirds have raised more than \$70.3 million for charities in Arizona.
- Number-one ranked tournament in charitable giving on the PGA TOUR
- More than 200 local charities will benefit from funds raised from the 2010 Waste Management Phoenix Open

THUNDERBIRDS CHARITIES:

The Phoenix Thunderbirds have been an integral part of the Valley of the Sun since 1937. Although, better known as the host organization for the Waste Management Phoenix Open we are equally proud of our contribution to charity.

In 1986 Thunderbirds Charities, a 501(c)(3) non-profit corporation was established for the purpose of distributing money to charitable causes.

Funds are raised through the Waste Management Phoenix Open and direct gifts to Thunderbirds Charities. The tremendous support of our community allows us to achieve our charitable goals.

The mission of Thunderbirds Charities is to assist children and families, help people in need and improve the quality of life in our communities. Our charitable giving will be directed toward organizations based or with a significant presence in Arizona.

For more information on the Thunderbirds or the Waste Management Phoenix Open, call the Thunderbirds office at (602) 870-0163 or visit www.wmphoenixopen.com.