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American Senior Benefits Association Tees up to Help the 2012 Hill Country Classic

FOR IMMEDIATE RELEASE: Chicago, IL - March 13, 2012 - The annual Hill Country Classic will take place this year on April 11th and 12th and as in years past, will have a significant impact on some worthwhile charities. This year, the American Senior Benefits Association (ASBA) is joining the tournament organizers in an effort to make the event bigger and better than ever.

The Hill Country Classic has raised millions of dollars for many worthy causes. This year, golfers will hit the links at RiverPlace Country Club and Twin Creeks Country Club in Austin, Texas. The event is honored to have Jim Donelon, Louisiana Commissioner of Insurance and NAIC President - Elect, serve as Chair of the Hill Country Classic.

Following in the tradition of the Hill Country Classic, the players will decide how to allocate the funds raised. The four organizations that will benefit from this year's Hill Country Classic are:

- **Blood and Tissue Center of Central Texas:** The exclusive provider and guardian of the community blood supply for 37 medical facilities in a ten county area of Central Texas. Tissue donors can help save or dramatically improve the quality of life for as many as 100 patients. The Center is the designated tissue recovery agency for 42 hospitals in Central and South Texas. www.inyourhands.org
- **Ronald McDonald House Charities® (RMHC®):** RMHC provides stability and vital resources to families so they can get and keep their children healthy and happy. All RMHC-supported programs provide a bridge to quality health care and give children and families the time they need together to heal faster and cope better. For example, the Ronald McDonald House, the Charity's cornerstone program, offers a "home away from home" for families so they can stay close by their hospitalized children at little or no cost. Families receive home-cooked meals, non-clinical support services and sibling support so they can focus 100 percent on the recovery of their ill children. www.rmhc.org
- **Hands & Hooves Riding Rescue and Rehabilitation:** The mission of Hands & Hooves is to improve the quality of life for people and animals in need, by enabling participation in quality, affordable therapeutic horseback riding and specialized animal services. www.handsnhooves.com
- **Cancer Support Community Central Texas:** CSCCT seeks to develop a program of free support groups, educational programs, mind-body and stress management classes, and networking opportunities to all who need them. www.cscct.org

On Wednesday, April 11th, golfers will participate in a scramble which will allow players of varying skill levels to be paired for the next day's tournament. The actual tournament will take place on Thursday, April 12th. As a thank-you to golfers for their participation in this fundraising event, participants will receive a re-play gift certificate which will entitle them to one free round of golf at each of the six Dominion Golf Clubs in the Texas area. In addition, golfers will be given a gift certificate to use in the Hill Country Classic Exclusive Titleist pro shop, where players can purchase items at cost.

For more information on sponsorship opportunities, or if you are interested in playing, please visit www.hillcountryclassic.org, send an email to info@hillcountryclassic.org or call Vicki Vinterella at 512-206-1210.

The American Senior Benefits Association (ASBA) is a 501(c)(3) not-for-profit association where membership is completely free. ASBA is committed to lifestyle enhancement through benefits, advocacy and education for the over-50 population. ASBA concentrates its efforts on the issues that

are of greatest concern to its members. Through its partners and programs, ASBA members receive news and information, product and service discounts, as well as other benefits. Current ASBA membership stands at over 800,000 nationally.

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