



HP BYRON NELSON CHAMPIONSHIP

Media Contact:

Tracy Cobb
Director of
Communications
tcobb@scdallas.org
214-944-5719

**HP Byron Nelson
Championship**
106 E. 10th St., Suite 200
Dallas, TX 75203

hpbnc.org
facebook.com/hpbnc
twitter.com/hpbnc

HP BYRON NELSON CHAMPIONSHIP OFFICIALS ANNOUNCE PARTNERSHIP WITH III FORKS

Restaurant will cater two on-site hospitality venues

Irving, TX, Mar. 3, 2011 – [HP Byron Nelson Championship](#) officials have announced a new partnership with [III Forks](#) Prime Steakhouse, part of Dallas-based [Consolidated Restaurant Operations, Inc.](#) (CRO). III Forks, well-known for its USDA prime steaks and seafood menu options, will cater [Chairman's Guest](#) and [Signature Suites](#), two celebrated hospitality venues overlooking No. 17.

III Forks is the presenting sponsor of [Chairman's Guest](#), providing a high quality all-inclusive buffet and open bar. Officials say that Chairman's Guest, which is priced at \$4,000 per sponsorship, will be a fan favorite this year with a fine steakhouse atmosphere and excellent views of play on No. 17. Limited tickets remain for this venue. III Forks will also cater [Signature Suites](#) with an all-inclusive buffet and open bar.

"CRO is a longtime supporter of the Nelson, with their [Cool River Cafe](#) presenting our annual Caddie Races on No. 17," said tournament chairman John Beckert. "The III Forks partnership is a natural fit as we continue to offer high value to our customers and their clients. III Forks will provide the best on-course dining experience on the PGA TOUR."

The 2011 HP Byron Nelson Championship will be played Memorial Day weekend, May 23-29, at the TPC Four Seasons Resort and Club Las Colinas in Irving.

About the HP Byron Nelson Championship

The HP Byron Nelson Championship has been a premier event on the PGA TOUR since 1968. Dallas' biggest sports attraction and most anticipated social event of the spring is also the most financially successful charity event on the PGA TOUR, raising over \$116 million for children and families served by [Salesmanship Club Youth and Family Centers](#). Join us Memorial Day weekend in 2011 – May 23-29 at the Four Seasons Resort Las Colinas in Irving, Texas. **A Great Time. A Greater Cause.** Learn more at [hpbnc.org](#).

About Salesmanship Club Youth and Family Centers

The Salesmanship Club has a rich history of serving children in our community. Salesmanship Club Youth and Family Centers, a proud partner of United Way of Metropolitan Dallas, currently operates innovative programs for children and their families, including the J. Erik Jonsson Community School in Oak Cliff, and child and family therapy centers in Oak Cliff and the Stemmons corridor. From educational services for at-risk kids to therapy services for troubled kids, the charity beneficiary of the HP Byron Nelson Championship has continued to serve Dallas kids and families since 1920. Learn more at [salesmanshipclub.org](#).

About III Forks Prime Steakhouse

Since 1998, III Forks has been the premier steakhouse in Dallas, led by Executive Chef Chris Vogeli, located in North Dallas on the Tollway at Briargrove. Learn more about III Forks at [3forks.com](#).

-HPBNC-



FedEx Cup