



## FOR IMMEDIATE RELEASE

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### **All Star Contributes over \$100,000 for Charities at the Native American Classic**

STURBRIDGE OFFICE PARK, FISKDALE, MA – – : All Star Incentive Marketing proudly participated in the 8<sup>th</sup> annual Foxwoods Native American Classic charity golf tournament, held June 21<sup>st</sup> and 22<sup>nd</sup> in Norwich, CT, as one of the few presenting sponsors. Hosted by Champions PGA Tour Member Jim Thorpe, the Classic benefits various Native American and Southeastern Connecticut youth foundations. Numerous professional athletes and celebrities donate their time for this event. All Star's 2004 contribution of \$30,000 brings their running total of money raised for the event over the past several years up to \$104,000.

Gary Galonek, National Sales Manager, Gaming, for All Star, credits the manufacturers that All Star has forged relationships with over the years for helping make this event a huge success. "Companies, like Panasonic, Nikon Lenox and others, that have helped us meet our sponsorship commitment since 1999 deserve a lot of credit for stepping up to support this cause. In appreciation for the business generated from Foxwoods incentive programs, these manufacturers welcome the opportunity to help us reciprocate to the Mashantucket Pequots through the Native American Classic Tournament." Other companies supporting All Star at this year's event included Audiovox, Weber, Bose and Seiko. All Star intends on participating in the 2005 event scheduled to be held June 21<sup>st</sup> and 22<sup>nd</sup> at the soon to open, and spectacular, Lake Of Isles golf courses being built by the Mashantucket Pequot tribe directly across from Foxwoods Resort Casino.

All Star Incentive Marketing, headquartered in Sturbridge MA, is a full-service Incentive House focused on the development, implementation, and strategic management of national and regional based incentive programs that target client sales teams, employees, customers, and prospects. All Star services also include product sourcing, program management, logoed merchandise, and warehousing/fulfillment. Well-known clients include Foxwoods Resort Casino, Charles Schwab, Duracell, Dunkin' Donuts, Gillette, Honeywell, and more.