

EA Sports sinks hole in one

Issued by [Mscsports](#)

29 Oct 2010

Leading interactive sports software brand EA Sports hosted a one-of-a-kind golf day at Houghton Golf Course, Johannesburg. The field, comprising of 100 golfers, was joined by 20 sports celebrities covering most sports including golf, soccer, cricket and rugby.



The celebrity challenge event comprises of a three-ball with a celebrity draw taking place before tee off, thus determining the fourth of each team. Joining forces with Sasfin Bank resulted in a grand event raising money for charity and creating long lasting memories for all those who took part.

Some of the celebrities present included three-time PSL winning coach, Gavin Hunt, as well as Mark Bachelor, Paul Harris, Shaun Bartlett and Ray Mordt. All of whom wanted to be involved due to the strong link to the chosen charity, The Tomorrow Trust. The charity that provides holiday education to orphaned children struck home with many of South Africa's greatest sporting icons. "To play this beautiful game under the African summer sun, whilst at the same time contributing to this worthy cause, is a pleasure indeed," commented ex-Bafana Bafana captain, Shaun Bartlett.

A total amount of R50 000 was handed over to The Tomorrow Trust on behalf of EA Sports and Sasfin Bank. "There is no greater feeling than that of giving. We have no doubt that the money raised here today will assist in providing a much needed support and educational system to some of the orphans looked after by Tomorrow Trust. We would like to say a special thanks to both Sasfin Bank as well as all the celebrities for their good spirits and caring nature shown today," concludes marketing manager of Electronic Arts South Africa, Pino Di Benedetto.

About Electronic Arts

EA SPORTS™ is the leading interactive sports software brand in the world, with top-selling titles and franchises including Madden NFL football, FIFA Soccer, NHL® hockey, NBA LIVE basketball, NCAA® Football, Tiger Woods PGA TOUR® and NASCAR® racing.

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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