

Toll Golf Division Makes Record-Breaking Donation to American Cancer Society

July 2010 - Toll Brothers' most recognizable philanthropic efforts are with the American Cancer Society, and in particular, hosting the highly anticipated fundraiser event - Monte Carlo Night. Celebrating its 18th Anniversary this past February, the main attraction at TBI's Monte Carlo event is the silent auction. In previous years, the silent auction list had a large collection of goods and services that each Country Club would donate - typically generating around \$8,000-\$10,000 in total donations from the Golf Division.

In an effort to exceed totals in years past, the Golf Division took a step outside of the box in 2010 and the results were truly impressive. Thanks to the outstanding team work and determined efforts from each Club, the Golf Division donated a total of \$82,571.36 to this very worthy cause.

2010 AMERICAN CANCER SOCIETY DONATIONS

- GOLF & COUNTRY CLUB DIVISION

Jupiter (FL)	\$15,906. ⁶⁰
Mountain View (CA)	\$14,760. ⁴²
Brier Creek (NC)	\$13,095. ⁵⁸
Frenchman's Reserve (FL)	\$12,457. ⁶⁰
Dominion Valley (VA)	\$10,179. ⁸²
Belmont (VA)	\$10,102. ⁰⁰
Hampton Hall (SC)	\$ 6,159. ³⁴
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Division Total	\$82,571. ³⁶

Initiatives led by Mitchell Laskowitz, Vice President of Golf and Club Operations, each Club organized and hosted their own Silent Auction, Charity Golf Tournament, and Awards Ceremony with all donations going to the American Cancer Society. The two week long ACS Silent Auction offered gift certificates of goods and services, merchandise, getaway packages, etc; giving Club Members a variety of items of which to bid.

Each participating Toll Brothers' Country Club was given creative freedom to host their ACS Fundraising Events how they saw fit in order to generate the most resources but more importantly, to unite their Members. Spirits were high as thousands of Members expressed their support for the American Cancer Society through participation and donations in Club sponsored events.

Many thanks and heart felt gratitude go to all staff members and their Club team for hosting a truly remarkable event for such a noble cause. Special thanks and recognition also go out to Becky Swiss, Dan DuBreuil, Phil Fash and all of the Club's General Managers for organizing a successful fundraiser.

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Contact:

Rosie Hines

(215)938-8262

rhines@tollbrothersinc.com