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NEWS RELEASE

## **Genworth Financial Raises £13,082 for Habitat for Humanity and GOLFAID**

London (30 May, 2007) – Aided by the skills of members of the public and golf professionals, leading financial security company Genworth Financial, raised a total of £13,082 for its selected charity partners Habitat for Humanity and **GOLFAID** at this year's BMW PGA Championship, held at the Wentworth Club last week.

For every one-putt made by professionals participating at the tournament, Genworth donated £2 to the charities. In addition, visitors to the tournament had the opportunity to make a contribution by attempting their own one-putt on a specially constructed 3-hole putting green at the Genworth stand in the tented village. Every hole completed in one stroke contributed a further £2 to the charities.

Former European Tour professional and acting chairman of GOLFAID, Mark Roe, got the initiative off to a flying start by holing the opening putt - a stroke that raised £5000. Genworth hopes to repeat the initiative at other events on The European Tour International Schedule, where it aims to replicate the success of this event as part of a season long charitable donation.

In addition to the fundraising activity, Genworth hosted a special awards ceremony to recognize the outstanding contribution made by Habitat for Humanity volunteers.

“The Putts for Charity event links our new relationship with The European Tour to our corporate value ‘Heart’, in which we reach out, give back to deserving causes and have fun along the way”, said Bob Brannock, president and chief executive officer of Genworth Financial's operations in Europe and Canada. “The £13,082 raised is a terrific result for our charity partners Habitat for Humanity and GOLFAID. We're glad to be making a difference for these two worthy causes.”

"Our thanks go to Genworth Financial for giving us such a wonderful platform to honour some of our most committed supporters and to raise much needed funds", said Ian Walkden, national director of Habitat for Humanity. "Many of our guests have given Habitat for Humanity the most precious of gifts - their time. In doing so they have left a little piece of their heart in the communities they worked in and now carry the fight against poverty housing with them wherever they go."

Genworth Financial is the new Official Sponsor of the European Tour Statistics programme and is also sponsoring four events on The European Tour International Schedule. The Genworth Financial Statistics programme collects and distributes players' performance data in the eight main statistical categories: Stroke Average, Driving Accuracy, Driving Distance, Greens in Regulation, Putts per Greens in Regulation, Putts per Round, Sand Saves and Scrambles.

#### **About Genworth Financial**

Genworth is a leading financial security company meeting the retirement, longevity and lifestyle protection, investment and mortgage insurance needs of more than 15 million customers, with a presence in more than 25 countries. For more information, visit [www.genworth.com](http://www.genworth.com).

#### **About Habitat for Humanity**

Habitat for Humanity was founded in 1976 with the sole aim of tackling poverty housing on a global scale. Thirty years later the charity is working in 92 countries around the world and has built 225,000 homes in partnership with people in need of simple, decent housing. For more information, visit [www.habitatforhumanity.org.uk](http://www.habitatforhumanity.org.uk).

#### **About GOLFAID**

**GOLFAID** is a charity established by the European Tour Players with the aim of raising funds for deserving organizations and projects worldwide under the maxim of, 'Golfers Giving Back'.

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**Photo credit:** Former European Tour professional and acting chairman of GOLFAID, Mark Roe lining up his £5,000 putt