

The Hilton Head Sun

Serving the smiling faces, beautiful places of greater Hilton Head Island

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RBC Heritage attracts PGA Tour majors winners

Five past winners of PGA Tour majors have committed to play in the 2012 RBC Heritage April 9-15 over the Harbour Town Golf Links on Hilton Head Island. Ernie Els, John Daly, Padraig Harrington, Justin Leonard and Lee Janzen will all be competing in the 94th annual event now sponsored by RBC and Presented by Boeing.

They will be joined by former Heritage winners, including defending champ Brandt Snedeker, Stewart Cink, Glen Day, Brian Gay, Jim Furyk and Boo Weekley. The entire group will be shooting for the top prize of \$1,025,000 from a purse of \$5,700,000.

South African Ernie Els is a favorite on Hilton Head and is also an RBC Ambassador. He has competed at Harbour Town a dozen times and finished in the top ten seven times. Since turning pro in 1989, he has won more than 60 tournaments all around the world including two US Opens and an Open Championship. In 2009, during Heritage week, he announced the creation of the Els for Autism Foundation with his son Ben, who is autistic, driving the force behind the mission.

Another Hilton Head fan favorite, John Daly, joined the PGA Tour in 1991 and won the PGA Tour Championship that year. Since then he has won four more times on the PGA Tour, most recently in 2004 at the Buick Invitational. In 2011, he carded his first top ten finish since 2003 at the RBC Canadian Open. Daly has played Harbour Town eight times since 1993 and has only missed the cut twice.

RBC is the title sponsor of this year's event, and has signed a five-year sponsorship agreement. The Boeing Company has also made a five-year commitment.

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**Premiere Issue!
Hilton Head Island's
new community
newspaper!**

Brandt Snedeker won the 2011 Heritage Classic Tournament and has committed to play in 2012.

What's this new paper in my mailbox? Welcome, Hilton Head Sun!

It's about time the Hilton Head Island community had its own good news newspaper, chock full of news about local events, personalities, schools, businesses and government. That's why we created — with this issue — The Hilton Head Sun.

Its sister paper, The Bluffton Sun, has enjoyed 15 years of success across the bridge and we wanted to bring that same level of community spirit to Hilton Head.

We will be publishing this paper monthly, on the first Wednesday. You can expect to read about your friends and neighbors and what they are doing to make our community better. We will provide articles on many topics by experts in the fields of health, law, business, pets, home decor and sports. We will include instructional items on bridge, cooking and how to improve your golf game.

Look for us in your mailbox every month.

2012 Honda CR-V 47A

Brain toys for dogs 31A

Shop smart for stone 30A

Ft. Jackson's commander has ties here 7A

Editorial 4A • Groups 8A • Take Two 10A • Business 16A • Legal 18A • Taxes 19A • Health 21A • Self Help 29A • Home 30A • Bridge 35A • Beauty 36A • Sports 40A • Faith 43A • Real Estate 47A

An Overview...

After 15 years of publishing The Bluffton Sun, the company is expanding and will debut The Hilton Head Sun community newspaper on Wednesday, June 6, 2012, and the first Wednesday of every month.

"The Hilton Head Sun is a natural extension of our award-winning style of community news, features and information that has been so successful in Bluffton," said B.J. Frazier, President and Publisher. "Over the years Hilton Head residents have asked when they would be receiving their own home-grown Sun. We heard them and this is our response."

Lynne Hummell, a 28-year resident of Hilton Head, will be editor of the Hilton Head Sun while continuing as editor in Bluffton. "We are extremely fortunate to have such an experienced and knowledgeable local pro such as Lynne to lead our new venture," Frazier said.

"We know we have avid readers of The Bluffton Sun on Hilton

Head — some who make regular trips across the bridge to find the latest copy," Hummell said.

"We are very pleased to be able to deliver directly to them and all their neighbors the same kind of great product with The Hilton Head Sun."

The monthly newspaper will be delivered free by the U.S. Postal Service to every one of the 21,400 households and businesses on Hilton Head "safe and dry inside their mailboxes" on the first Wednesday of each month. Total market penetration has been a successful strategy for our advertisers who consistently enjoy a strong response to their ad messages.

A recent CVC Readership Survey in Bluffton learned that nearly 80% of the residents that receive The Sun read the paper "cover to cover" and 75% purchase products and services they see advertised in the paper. "We expect similar high levels of readership characteristics on Hilton Head," Frazier said.

When asked about The Sun, readers respond that reading the paper is "enjoyable," "full of good information," "contains features on their neighbors" and they "look forward to receiving it."

The Hilton Head Sun will include many of the same features found regularly in The Bluffton Sun, along with a healthy dose of island-specific news and features.

For more information about The Hilton Head Sun, contact Frazier at 843-757-9507 or 843-422-2321. To submit information to be considered for publication, email Hummell at editor@hargray.com.

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