



CONTACT: KUONI DESTINATION MANAGEMENT INC.

Dimitrous Chattman at 415-268-9429 or info@maddenmariuccibocce.com

Craig Vandermause at 415-268-9409 or craig.vandermause@us.kuoni.com

FOR IMMEDIATE RELEASE:

BAY AREA LEGENDS, JOHN MADDEN AND STEVE MARIUCCI HOST 12th ANNUAL "BATTLE OF THE BAY" CHARITY BOCCE TOURNAMENT

SAN FRANCISCO, Calif. – Former Oakland Raiders Head Coach, Pro Football Hall of Famer and Emmy Award Winner **John Madden** and former San Francisco 49ers Head Coach, University of California – Berkeley Head Coach and current NFL Network broadcaster **Steve Mariucci** will be co-hosting the 12th Annual "Battle of the Bay" Charity Bocce Tournament at the beautiful **Campo di Bocce** facility in Livermore, California on **Wednesday, June 2, 2010**.

In 1999, Steve Mariucci wanted to create a unique celebrity charity tournament with flare that would give back to the Bay Area community. The "Battle of the Bay" tournament has provided excitement for who's who in the Northern California region and continues to grow in reputation and popularity amongst the local and national arena.

Over the past decade, this event has raised over \$3 million dollars for local and national charities. The 2010 beneficiaries are Juvenile Diabetes Research Foundation, Special Olympics, Kaleidoscope and Tri-Valley High School Football. This year's tournament will include up to 700 people in attendance and brings out the competitive spirit for a good cause.

This exclusive high-level mixer is a unique event that has brought famous athletes, celebrities, dignitaries and business leaders together to enjoy wine tasting, catered Italian cuisine, celebrity, and media filled courts in a venue dedicated to the old world game of bocce. Bay Area Professional Sports Teams will be represented with players, coaches and high-level executives, as well as representation from the top Bay Area Educational Institutions and their Athletic and Academic departments. Also, Fortune 500 Companies will also be represented by corporate executives as well. Additional information can be found at www.maddenmariuccibocce.com

Kuoni Destination Management Inc., a top-tier Bay Area Event Planning, Destination Management and Production Company will be handling the marketing, public relations and logistics of the event. For more information on the tournament or how to participate, please contact Dimitrous Chattman or Craig Vandermause of Kuoni Destination Management Inc. (Contact information listed above).

More about Campo di Bocce:

Campo di Bocce (www.campodibocce.com) of Livermore is a family-owned Italian restaurant and United States Bocce Federation affiliated Bocce Club located in the beautiful Livermore Valley Wine Country. Originating in Los Gatos in February 1997, the second location (Livermore, CA) opened its doors June 2006. Playing host to the 2007 and 2009 United States Bocce Federation Championships and the 2006 North American Championships, Campo di Bocce of Livermore has gained international recognition as a destination facility for bocce players across the globe; all the while, making bocce accessible to people of all ability levels. Truly the ultimate experience in dining and recreation, Campo di Bocce of Livermore offers eight World Class, State-of-the-Art bocce courts, traditional Italian cuisine, superb local wine list and friendly atmosphere of casual elegance. Escape to Italy in your own backyard – with dining indoors in any one of our spacious dining areas or outdoors with views of surrounding vineyards, Campo di Bocce of Livermore truly is an escape from the norm.

More about Kuoni Destination Management Inc.

Kuoni Destination Management, one of the world's leading Destination Management Companies (DMC), is a Division of the Kuoni Group (www.kuoni-group.com). The company provides a wide range of destination and event management services in the leisure group, sports events, cruise, meetings, incentives, conference, events, congress, and individual travel fields at destinations all over the world. Its international network consists of over 60 DMCs and some 20 sales offices throughout Africa, Arabia, Asia, Australia, Europe, India and the USA: www.kuoni-dmc.com