

Fourth Annual Edith's Charity Golf Classic Memorializes a Vital Orange County Volunteer While Raising Diabetes Awareness

Irvine, California -- Markus Muller-Stach and Synchronicity Marketing, Inc. are pleased to announce Edith's 4th Annual Charity Golf Classic scheduled for Wednesday, October 6, 2010, to benefit the Juvenile Diabetes Research Foundation (JDRF).

The event, to be held at the Tijeras Creek Golf Club in Rancho Santa Margarita, CA, is expected to sell out again as sponsors and attendees sign up for this highly anticipated yearly event.

Tournament founder and chair, Markus Muller-Stach, created the event in loving memory of his mother, Edith Muller-Stach, who passed away from complications of diabetes in 2007. A figurehead in the community, Edith volunteered selflessly for a number of youth sports programs including Orange County Junior All American Football (OCJAAF) for 20 years, and could often be seen on Saturdays throughout Orange and Los Angeles Counties cheering on youth football games. Her enthusiasm was contagious and she deeply touched the lives of all who knew her.

"Our goal is to have fun while increasing diabetes awareness, providing education and raising money for diabetes research," says Mr. Muller-Stach, who is also the principal of Synchronicity Marketing, Inc., "The insidious nature of the disease chipped away at my mother before ultimately taking her life. Going through this traumatic experience, I see this as something I have to do, to make a positive difference in the community and in the lives of those suffering from diabetes so that they, hopefully, would never have to experience the tragedies that my mom had to."

"I take pride in the fact that everyone will walk away with at least a basic understanding of type I & type II diabetes and will have a great golfing experience. My mom did so much for the community. This is my way of giving back and making a difference, creating awareness and raising funds for a cure, and it's the best day of the year for me now."

A few sponsorship opportunities are still available and we are accepting donations on behalf of the JDRF. In past years, major sponsors have included the Mary & Dick Allen Diabetes Center, **The Center for Living Peace**, Miller Coors, BMC Software, David Otta Productions, Property Prep, Identity Boardshop, and Volcom.

Edith's 4th Annual Charity Golf Classic Details

- The \$250 per player entry fee includes lunch, 18 holes of golf with cart, hors d'oeuvres, gala dinner, silent auction and a generous gift bag.
- The all-day event begins at 10:30 a.m. and runs to 6:00 p.m.
- To learn more, to become a sponsor or to register for the event, please visit: www.edithscharitygolf.com or call (949) 424-0900.

All proceeds go to support JDRF's diabetes research worldwide. Since its inception, Edith's Charity Golf Classic has raised nearly \$100,000 for the JDRF. The JDRF is the largest charitable funder and advocate of type 1 diabetes research and consistently ranks year after year as one of the most efficient charities.

About the Juvenile Diabetes Research Foundation

The Juvenile Diabetes Research Foundation (JDRF) is a charitable funder and advocate of type 1 diabetes research. The mission of JDRF is to find a cure for diabetes and its complications through the support of research. Since its founding in 1970 by parents of children with type I diabetes, the JDRF has awarded more than \$1.4 billion to diabetes research, including more than \$100 million last year.

About Synchronicity Marketing Inc.

Irvine, California-based Synchronicity Marketing Inc. is a marketing and advertising agency that provides brand development and advertising in new and traditional media. Since its founding, the Edith's Charity Golf Classic has raised just under \$100,000 for the JDRF.