



Transform Health Care into Healing<sup>SM</sup>

## **Pebble Beach Company Receives 2016 Hero Award from Natividad Medical Foundation**

**Salinas, CA, April 7, 2016** – Natividad Medical Foundation (NMF) recognized Pebble Beach Company, Pebble Beach Company Foundation and Pebble Beach Concours d’Elegance<sup>®</sup> as the recipients of its 2016 Hero Award at its Donor Celebration event. The annual Hero Award recognizes these organizations’ generous collaboration with the Natividad Medical Foundation to strengthen the Natividad Medical Center—the one place that safeguards the lives and livelihoods of everyone in Monterey County.

One of the most prestigious gatherings of the most prized collector cars in the world, the Pebble Beach Concours d’Elegance<sup>®</sup> is held in August on the famed 18th fairway of Pebble Beach Golf Links<sup>®</sup>. Since its first event in 1950, the Pebble Beach Concours d’Elegance<sup>®</sup> has raised over \$21 million for local charities.

Other highlights of Natividad Medical Foundation’s Annual Donor Celebration include:

- Unveiling of the new Monterey Bay Plein Air Painters Association (MBPAPA) exhibition, “A Healing Feast for the Soul,” sponsored by SSB Construction.
- Introduction of NMF’s new brand, “Transform Health Care into Healing,” showcasing how Foundation donors are giving birth to innovative health solutions that heal one of the most diverse communities in the nation.
- A check presentation of more than \$315,000 to NMF from The Agricultural Leadership Council (TALC), founded in 2010 by John D’Arrigo, President, CEO and Chairman of the Board, D’Arrigo Bros. Co., of California. This event brings TALC’s support of Natividad Medical Foundation to more than \$2 million to date.

“We’re so pleased to recognize the contributions of the Pebble Beach Company, Pebble Beach Company Foundation and Pebble Beach Concours d’Elegance<sup>®</sup> this year,” said Linda Ford, President & CEO of Natividad Medical Foundation. “And The Agricultural Leadership Council reached another milestone this year – now surpassing \$2 million in donations for essential equipment and services that enhance the quality of care at Natividad Medical Center. The Pebble Beach organizations and TALC’s enduring support are instrumental in creating and sustaining healing services that improve the lives of patients and the community.”

### **About Natividad Medical Center**

Natividad Medical Center is a 172-bed acute care hospital owned and operated by Monterey County. As the safety-net hospital providing health care to the residents of Monterey County for nearly 130 years, Natividad provides health care access to all patients regardless of their ability to pay. The hospital operates with a medical staff of over 300 physicians and has several specialty clinics and outpatient primary care clinics operated by the Monterey County Health Department. Natividad Medical Center is a Level II Trauma Center providing the immediate availability of specialized personnel, equipment, and services to treat the most severe and critical injuries.



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**About Natividad Medical Foundation**

Natividad Medical Foundation transforms health care into healing by developing innovative programs to enhance the Medical Center and support its high quality care. Established in 1988, Natividad Medical Foundation is a 501(c)3 charitable organization. For more information, visit [www.natividadfoundation.org](http://www.natividadfoundation.org).

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