



## Big Turnout Greeted Grey Goose Chicago Beach Polo World Cup October 3, 2011

Over the weekend, Saturday, October 1st & Sunday, October 2nd, over 2,700 attendees gathered at the GREY GOOSE® Chicago Beach Polo World Cup at North Avenue Beach! Sponsored by GREY GOOSE®, Don Miguel Gascón®, Amstel Light, Trump International Hotel & Tower® Chicago, Michigan Avenue, Fogo de Chao and Union Sushi + Barbeque Bar to name a few, guests received the VIP treatment with food, cocktails and a front row seat to the sport of kings! Everyone was “dressed to impress” in their best polo-inspired looks, incorporating everything from riding boots and hats to breeches and blazers! On Saturday, Alderman Michele Smith threw out the first ball and that afternoon, Cityblue Apparel & Denim and Factor Runway hosted a fashion show between the matches showcasing fall looks from L.A.M.B, Sass & Bide, C/Fan and more! Secretary of State Jessie White threw out the first ball on Sunday, while local and international players battled it out until dawn, followed by an award ceremony for all teams.

“Between Chicago’s great history of polo and the spectacular lakeshore, we knew the Windy City would be perfect for our second beach polo location,” says Bruce Orosz, CEO of The Polo Life. “It’s the sport of kings, and Chicago identifies with that, having such a vast polo community. The city buzzed about polo this year and we received such a warm, energetic response that we’ve already planned for next year, September 2012!”

VIPS included Candace Jordan, Philanthropist and Chicago Tribune contributor; Carmindy Bowyer, Make-up Artist from TLC’s What Not To Wear; CBS’ Walter Jacobson, Susan Carlson and Ron Vasser; John Murray, Chairman of the Chicago Sports Commission; Jerry Azumah, former Chicago Bears player; Mark Mitten, Former Chicago 2016 Chicago Olympic Committee Chief Marketing Officer; Reute Butler (whose family founded Oak Brook and introduced polo to the Midwest); Elizabeth Jarosz, The Apprentice (Season 2); Don Hannah, father of Actress Darryl Hannah; Jack Hartman, President of The RISE Group; Lori Healey, Principal of The John Buck Company; Dan Gibbons, Chief of Operations, Office of Richard M. Daley; Joseph Milito, President of The Old Town Merchants Association and more!

“We were thrilled with the response from the players, sponsors and spectators,” said Alex Webbe, Chairman of International Beach Polo Association. “With my family roots firmly planted in the Chicago area, I’m very excited to see the kind of response the event received, and am looking forward to our return again next year.”

Also, as tribute to the host city, The Polo Life will contribute partial proceeds of the two-day event to benefit the 100 Club of Chicago, which provides support and assistance to the families of fallen police officers and firefighters in Cook County and Illinois Education Foundation, which provides last-dollar community college scholarships to low-income, high-potential students. For more information, visit [www.chicagobeachpolo.com](http://www.chicagobeachpolo.com)

Below is the information from the matches:

Chicago Beach Polo World Cup

1. Titan commercial
2. Lufthansa Private Jet
3. Grey Goose
4. Gascon
5. Amstel Light/Comcast

MVP: Guillermo Usandizaga

BPP (Best Playing Pony): Trifecta – owned by Cliff Yandell, played by Brandon Phillips (Lufthansa Private Jet)

Final Score: Titan Commercial 11, Lufthansa Private Jet 3

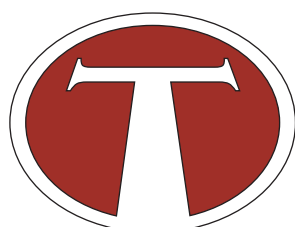
North Beach Women's Polo Cup

1. Lufthansa Private Jet
2. Gascon
3. Grey Goose
4. Trump Residence

MVP: Whitney Vogt (Lufthansa Private Jet)

BPP: Negrita – owned by Marcelo Cabeza, played by Tara Lordi (Gascon)

Final Score: Lufthansa Private Jet 5, Gascon 4 OT (in an overtime shoot-out).



**Titan Commercial**  
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