



NEWS RELEASE

Boeing Classic and Virginia Mason Announce New Tournament Director

SEATTLE – (Jan. 30, 2017) – Brian Flajole is the new tournament director for [The Boeing Classic](#), a major professional golf event and annual philanthropic opportunity for Virginia Mason Health System programs and services. The Boeing Classic has raised more than \$6 million for Virginia Mason and other local charities since its inception.

Flajole is a sports marketing executive with more than 20 years of experience managing award-winning events in professional, college and amateur sports.

“We are very excited that Brian has joined our team,” said Jeanne Jachim, president, [Virginia Mason Foundation](#). “His background in managing high-profile golf tournaments and working in a variety of roles with area sports teams is a great match for leading The Boeing Classic event.”

Prior to joining Virginia Mason, he was vice president of golf for Bruno Event Team in Sacramento. During seven years there, he managed and produced several professional golf tournaments per year, including back-to-back U.S. Open Championships – the 2015 Senior Open and 2016 Women’s Open. His responsibilities included overseeing fiscal management, business development, operations, personnel management and public relations.

Earlier in his career, Flajole was assistant athletic director at the University of Washington from 1989 to 1991; public relations and marketing director for the Tacoma Stars professional indoor soccer team from 1983 to 1989; and public relations assistant for the Seattle Seahawks from 1982 to 1983.

This year, The Boeing Classic, a Professional Golf Association (PGA) Tour Champions event, is scheduled Aug. 21-27 at The Club at Snoqualmie Ridge.

The Boeing Company, Washington’s largest private employer, has been the title sponsor of this tournament since it began in 2005. Approximately half of Boeing’s global workforce is in Washington and The Boeing Classic is part of the company’s ongoing commitment to giving back to the communities where its employees live and work.

About Virginia Mason Health System

Virginia Mason, founded in 1920, is a nonprofit regional health care system based in Seattle that serves the Pacific Northwest. In the Puget Sound region, the system includes 336-bed Virginia Mason Hospital; a primary and specialty care group practice of more than 500 physicians; regional medical centers in Seattle, Bainbridge Island, Bellevue, Federal Way, Kirkland, Issaquah and Lynnwood; Bailey-Boushay House, the first skilled-nursing and outpatient chronic care management program in the United States designed and built specifically to meet the needs of people with HIV/AIDS; Benaroya Research Institute, which is internationally recognized for autoimmune disease research; and Virginia Mason Institute, which trains health care professionals and others from around the world in the Virginia Mason Production System, an innovative management methodology for continually improving quality, safety and efficiency. Virginia Mason online: VirginiaMason.org

Virginia Mason Health System also includes Virginia Mason Memorial, a 226-bed hospital serving the Yakima Valley in Central Washington since 1950. Memorial online:

YakimaMemorial.org

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