



# MEDIA RELEASE

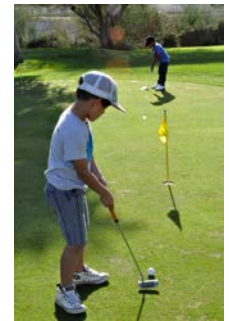


## Registration Now Open for 9<sup>th</sup> Annual Invitational Golf Tournament Benefitting The First Tee® of the Coachella Valley



Palm Desert, California (January 29, 2019) – Registration is currently open for The First Tee of the Coachella Valley’s 9th Annual Invitational Golf Tournament to be held on Friday, March 29 at the beautiful S at Rancho Mirage, located at 71-777 Frank Sinatra Drive. Loma Linda University Children’s Health – Indio is returning as the Presenting Sponsor, and Jeff Stahl from KESQ NewsChannel 3 will be the tournament awards emcee.

This year’s Tournament is expected to raise in excess of \$50,000 for The First Tee of the Coachella Valley thanks to the generosity of Loma Linda University Children’s Health-Indio, The S at Rancho Mirage, KESQ-TV and more than 70 other sponsors and auction prize donors. Tournament proceeds help to underwrite vital golf and educational programs that promote character development and life-enhancing values to more than 1,250 kids each year at The First Tee of the Coachella Valley and affiliate courses. Several thousand more kids are served in public elementary schools and through golf camps, clinics, and events in the Coachella Valley.



Player registration fees are \$250 per person or \$900 per foursome through February 28. After that date, fees increase to \$300 per person or \$1,000 per foursome. Guests may attend the dinner and auction activities for \$45 per person. Registration remains open until 128 player spots are filled. Sponsorships are still available. For more information, visit [TheFirstTeeCoachellaValley.org](http://TheFirstTeeCoachellaValley.org) or call Lexi Ward at (760) 779-1877.

The Tournament registration fee includes a barbeque lunch, activities with The First Tee youth, tournament awards, and a buffet dinner and silent and live auctions for golfers and guests. Check-in and the silent auction begin at 10:30 a.m.

The First Tee of the Coachella Valley provides the unique experience of learning and playing golf coupled with volunteer adult mentors and structured educational programs that teach Nine Core Values – Honesty, Integrity, Sportsmanship, Respect, Confidence, Responsibility, Perseverance, Courtesy and Judgement. Partial and full scholarships make it possible for all kids, regardless of financial need, to discover themselves through a sport many young people never imagined having access to – the game of golf. Our goal is to help youth participants become “Good Golfers. Better People.”

### **The First Tee® of the Coachella Valley**

*The First Tee is an initiative of the World Golf Foundation. Its mission is to impact the lives of children by providing learning facilities and educational programs to promote character development and life-enhancing values through the game of golf. The First Tee of the Coachella Valley has been offering golf programming to children since 2008. The First Tee of the Coachella Valley is a program offered through The Desert Recreation District and supported by the Desert Recreation Foundation, a 501 (c) (3) tax exempt non-profit organization, that seeks to enhance, preserve, promote and expand the Coachella Valley's recreational activities, programs, parks and facilities through private and corporate support. The Foundation offers financial assistance to those who may otherwise be unable to participate.*

### **Desert Recreation District**

*(DRD) is the largest park and recreation district in California, covering over 1,800 square miles and serving more than 385,000 residents throughout the greater Coachella Valley. DRD manages, maintains and assists in maintaining over 30 parks and recreation facilities; creates and delivers quality programs, services and classes; and facilitates leisure opportunities through partnerships – this community collaborative approach allows us to provide barrier-free and safe recreational activities. DRD strives to ensure the public receives personal benefits such as physical fitness, relaxation and revitalization; social benefits in the form of stronger and healthier families and enriching the lives for persons with disabilities, and economic benefits through more productive and healthier citizens and increased tourism.*



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