



## Local Teens Selected to Play in Official PGA TOUR Champions Event

*Madison Rincon and Dana Condon head to Pebble Beach for PURE Insurance Championship this September*

**Palm Desert, CA (July 19, 2017)** – The First Tee of the Coachella Valley is sending Madison Rincon and Dana Condon to compete in the [2017 PURE Insurance Championship](#), an official PGA TOUR Champions event to be contested at Pebble Beach Golf Links and Poppy Hills Golf Course in Pebble Beach, California, the week of September 19 - 24, 2017. The tournament, which is hosted by the Monterey Peninsula Foundation, will be televised internationally on the Golf Channel.

After the 2016 tournament, the PGA TOUR and Privilege Underwriters Reciprocal Exchange (PURE) Insurance announced an agreement making the policyholder-owned property & casualty insurer for high net worth families the title sponsor of the longstanding event, which dates back to 2004.

“We have been anticipating this day since PURE was announced as title sponsor of this prestigious event,” said Ross Buchmueller, President & CEO of the PURE Group of Insurance Companies. “This tournament has the ability to impact the lives of youth throughout The First Tee, and we are thrilled to serve an integral part in the PGA TOUR’s mission of creating a strong community footprint while also helping to grow this great game.”

Rincon and Condon will join [80 other participants](#) from The First Tee chapters, selected by a national panel of judges. Participants were selected based on playing ability and comprehension of the life skills and core values learned through their involvement with The First Tee. The juniors will be teamed with 81 PGA TOUR Champions players and 162 amateurs as they compete for the pro-junior title at Pebble Beach and Poppy Hills. As of June 28, players currently committed to compete in the PURE Insurance Championship include World Golf Hall of Fame members Tom Watson and Colin Montgomerie, as well as three-time tournament winner Jeff Sluman and defending champion Paul Broadhurst. Players have until Friday, September 8 to commit, with additional commitments to be announced in the coming months.

### About Madison Rincon:

“My name is Madison Rincon. I attend Palm Desert High as an upcoming senior, and I was introduced to the game of golf when I was three years old by my dad. Not until I joined The First Tee did I realize that I wanted golf to be my lifelong aspiration. Shortly after, I became competitive toward fellow participants in my chapter. Playing in the U.S. Kids Golf Tournaments opened up many challenges from other girls at my level but it only made me reach for higher standards and eventually, built my confidence level. I grew to love the comradery of the game of golf and it became my passion. Since I have joined The First Tee, I have played at many prestigious golf courses around the Coachella Valley. I was the recipient of the Myron and Joann Mintz scholarship to become a member at The Palms Golf Club and to this day I keep in touch with them. I also had the opportunity to travel to Minnesota to attend a Life Skills and Leadership Academy, which was one of the best experiences of my life.”

“Ms. Rincon has been with our program for as long as I have been here, and she is one of the most deserving youth in our program to be granted the opportunity to go to Pebble Beach. Her positive and generous attitude whereby she often puts others before herself has served her well in her life, and will continue to in the future “said Dustin Smith, Program Director for The First Tee of the Coachella Valley.

Rincon shared that “This means the world to me to have a professional golfer by my side mentoring me. Hopefully this will allow me to build on my mental and physical emotion on the course.”

About Dana Condon:

“My name is Dana Condon and I am currently a Senior on Palm Desert High School's Girls Golf Team. I have been involved with the First Tee for ten years, and during this time, the program has truly made a positive impact on my life. Not only has the First Tee helped me to excel in my golf game, but also in preparing for the future through the life skills and goal ladder curriculum taught at our local chapter. Lifelong bonds with chapter coaches and fellow participants are also created as volunteer hours and weekly classes are in session year to year. I have also had the amazing opportunity to participate in the College Golf Prep Academy this past month, which has made me a stronger player, physically and mentally.”

Smith commented that Ms. Condon, like Ms. Rincon, is also highly deserving: “Dana has been a staple at our facility in the last 8 years and I was so glad when I was able to tell her she was chosen to participate in this great event. I could not have picked a better person to represent our chapter at such a prestigious event”

"I am so grateful to have the opportunity to play at Pebble Beach (as it is on my bucket list), and having the ability to gain wisdom from a professional golfer is truly an unforgettable experience" said Condon about participating in the event.

The First Tee of the Coachella Valley is one of 155 chapters around the country and in select international locations. Serving the Coachella Valley since January 2008, more than 10,000 young people have been impacted through chapter programs and The First Tee National School Program through The First Tee Nine Core Values: honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy, and judgment.

To learn more about The First Tee® of the Coachella Valley, visit [TheFirstTeeCoachellaValley.org](http://TheFirstTeeCoachellaValley.org) or call (760) 779-1877, and for more information on the 2017 PURE Insurance Championship, visit [www.pureinsurancechampionship.com](http://www.pureinsurancechampionship.com). For additional information about Madison Rincon or Dana Condon, to request an interview or photos, please contact Dustin Smith at 775-722-7181 or [dsmith@drd.us.com](mailto:dsmith@drd.us.com)

**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. The Foundation is a 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**

Desert Recreation District (DRD) provides quality recreation experiences to residents throughout the Greater Coachella Valley. DRD manages, maintains and assists in maintaining over 30 parks and recreation facilities, pools, and operates the Golf Center at Palm Desert, which is home to The First Tee of the Coachella Valley; creates and delivers quality programs, services and classes; and, facilitates leisure opportunities through partnerships that encourage residents to engage in healthy lifestyles and wellness activities. DRD is funded through tax dollars, special assessments, grants and nominal charges assigned to select classes and events.



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