



First Tee of the Coachella Valley Teen Selected to Compete in PGA TOUR Champions PURE Insurance Championship Impacting The First Tee

Braden Bernaldo heads to Pebble Beach this September

Palm Desert, CA (July 23, 2019) – First Tee and PGA TOUR Champions announced today Braden Bernaldo will represent The First Tee of the Coachella Valley when he competes in the [2019 PURE Insurance Championship Impacting The First Tee](#), an official PGA TOUR Champions event to be contested at Pebble Beach Golf Links and Poppy Hills Golf Course in Pebble Beach, California, September 24-29. The 16th annual event, which is hosted by the Monterey Peninsula Foundation, will be televised internationally on the Golf Channel.

Bernaldo, a native of Indio, California, currently attends Palm Desert High School and will be graduating in 2022. Now 14 years old, he started at The First Tee of the Coachella Valley when he was five. He currently plays on the varsity golf team at Palm Desert High School, and he helped in getting the team to the California State Tournament this year. Bernaldo has a 3.7 GPA as a freshman student athlete and his goal is to be accepted at a D1 college to play golf and get a great education. He is currently a 1.7 handicap from the blue tees on most golf courses. Look out for him during next year's high school season!

“Congratulations to the 78 participants who have been selected to play and represent First Tee on a national stage,” said First Tee President Greg McLaughlin. “Their hard work and commitment to academic, social and emotional development through our programs has secured this opportunity. Thank you to our partners – PURE Insurance, PGA TOUR Champions, Pebble Beach Resorts, Poppy Hills Golf Course, Monterey Peninsula Foundation and the Golf Channel – for their commitment to young people and helping us provide this opportunity to these deserving teens.”

“Being accepted to the PURE Insurance Championship means the world to me! I am very grateful for being one of the 78 participants selected to play in this amazing event. I believe this opportunity will teach me more about the game of golf and the Nine Core Values that The First Tee instills in participants” shared Bernaldo.

The PURE Insurance Championship Impacting The First Tee is the only event of its kind where 78 First Tee teenagers from across the country are paired up with 78 PGA TOUR Champions players and 156 amateurs during an official PGA TOUR Champions tournament. Bernaldo will compete for the Pro-Junior Team title as he joins 77 other participants from First Tee chapters across the country. Participants were selected by a national panel of judges based on their understanding and application of the values and life skills learned through First Tee's programs, as well as their playing ability.

“We are proud to continue our involvement with this prestigious event and help support the great work of the Monterey Peninsula Foundation and First Tee,” said Katherine Frattarola, Chief Marketing Officer of the PURE Group of Insurance Companies. “The impact this event has on the incredible young men and women from First Tee makes this sponsorship tremendously rewarding for our entire team.”

The full junior field was revealed live on the Golf Channel's “Morning Drive” on July 3, including a video of World Golf Hall of Fame Member Jack Nicklaus surprising one of the First Tee participants. Other surprises by PGA TOUR players and the Golf Channel hosts had been recorded over the last month and aired as part of the PURE Insurance Championship announcement.

This year's field of professionals will include World Golf Hall of Fame Members Bernhard Langer, Mark O'Meara, Vijay Singh and Retief Goosen, as well as defending champion and recent KitchenAid Senior PGA Championship winner Ken Tanigawa. Clint Eastwood serves as chairman of the PURE Insurance Championship.

Play will be conducted on Pebble Beach Golf Links and Poppy Hills Golf Course on Friday and Saturday, with the final round contested solely at Pebble Beach Golf Links on Sunday, where 23 First Tee juniors will compete based on their 36-hole performance. The tournament will crown one male and one female First Tee Junior Champion on Sunday. Nearly 1,000 teens from First Tee have played in the PURE Insurance Championship, experiencing the once-in-a-lifetime opportunity to meet, play and be mentored by PGA TOUR Champions players and amateurs in the field.

First Tee is a youth development organization dedicated to helping young people build character through the game of golf. First Tee of the Coachella Valley is one of 150 chapters around the world introducing the sport of golf and First Tee's Core Values to kids, positively impacting their lives. Serving the Coachella Valley since 2008, more than 100,000 kids have been impacted through the First Tee of the Coachella Valley's programs.

To learn more about First Tee of the Coachella Valley, visit www.thefirstteecoachellavalley.org. For more information on the 2019 PURE Insurance Championship, visit www.pureinsurancechampionship.com. For more information on Braden Bernaldo, or to request an interview or photos, contact Dustin Smith, dsmith@drd.us.com or 775-722-7181.

The First Tee of the Coachella Valley

The First Tee www.thefirstteecoachellavalley.org is supported by the Coachella Valley Youth Golf Foundation, a 501(c)(3) nonprofit which serves as its fundraising division, and is a program offered by Desert Recreation District. The First Tee is engaging the next generation of fans through unique golf experiences, signature events and strategic partnerships. Since its inception in 1997, The First Tee has introduced the sport of golf and The First Tee's Nine Core Values to more than 15 million kids, positively impacting their lives along the way. The First Tee offers programs in all 50 states, reaching more than 5 million kids annually through: The National School Program in more than 10,000 elementary schools, 150 chapters at more than 1,200 golf courses and The First Tee DRIVE at 1,300 youth centers. The First Tee is expanding globally and currently offers programs at six international locations.

About Monterey Peninsula Foundation

Monterey Peninsula Foundation is a 501 (c)(3) nonprofit organization which donates funds from the proceeds of the AT&T Pebble Beach Pro-Am on the PGA TOUR and the PURE Insurance Championship Impacting The First Tee, a PGA TOUR Champions tournament. The Foundation focuses on improving the quality of life in Monterey, Santa Cruz, and San Benito counties.

www.attpbgolf.com

www.pureinsurancechampionship.com

About PURE

Privilege Underwriters Reciprocal Exchange (PURE) is a member-owned reciprocal insurer dedicated to creating an exceptional experience for responsible high net worth individuals and families. PURE provides customizable coverage for high-value homes, automobiles, jewelry, art, personal liability, watercraft, flood, fraud and cyber fraud to more than 75,000 responsible, high net worth families throughout the U.S. Inspired by some of the finest policyholder-owned companies, PURE emphasizes alignment of interests and transparency. PURE's low cost of capital, careful member selection and proactive risk management all contribute to highly competitive rates. In return for a fee, PURE Risk Management, LLC acts as Attorney-in-Fact for PURE. PURE membership is subject to an executed Subscriber's Agreement & Power of Attorney. For more information or to find a local broker, visit pureinsurance.com. You can follow PURE on Facebook, Twitter, LinkedIn and Instagram.

About PGA TOUR Champions

PGA TOUR Champions is a membership organization of professional golfers age 50 and older, including 35 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. In 2019, the PGA TOUR Champions schedule includes 27 tournaments across the United States, Scotland and Canada, with purses totaling more than \$56 million. The Charles Schwab Cup, which includes the Regular Season and the Charles Schwab Cup Playoffs, is used to determine the season-long champion. All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, telecasts air in excess of 190 countries and territories, reaching more than 350 million potential households. Follow PGA TOUR Champions online at PGATOUR.com, at facebook.com/PGATOURChampions, on Twitter @ChampionsTour and on Instagram @championstour.

The First Tee of the Coachella Valley - Media Contact: Dustin Smith (775) 722-7181, dsmith@drd.us.com

###