

MEDIA RELEASE



MEDIA CONTACT: Kathleen McEntee
760.262.4080
KathleenMcEntee@KMcEnteeAssoc.com

Invitational Golf Tournament Raises Funds for First Tee® of the Coachella Valley

Indio, California (December 6, 2013) – Registration is now open for the 4th Annual First Tee Invitational Golf Tournament. The tournament takes place on Saturday, February 15, 2014 at the beautiful Bermuda Dunes Country Club in Bermuda Dunes, California.

The First Tee® of the Coachella Valley provides the experience of golf to more than 1,350 kids each year at the First Tee and affiliate courses, and an additional 8,000 kids are served at our local schools, camps, clinics and events. The program is funded in large part from donations raised through the Desert Recreation Foundation. Through partial and full scholarships, young people of all backgrounds have an opportunity to develop life-enhancing values through the game of golf.

The First Tee Invitational Golf Tournament serves as one of our primary fund raisers for the program. Fees are \$300 per person or \$1,200 per foursome. Individual golfers and twosomes will be paired into foursomes. Guests may attend the dinner for \$75 per person. The Tournament includes lunch for golfers and an open bar, swag bag with dinner, silent auction and entertainment following the tournament for golfers and guests.

Registration is open until February 8, 2014. Sponsorships are also available. For information about The First Tee® of the Coachella Valley's 4th Annual Invitational Golf Tournament, visit TheFirstTeeCoachellaValley.org or call (760) 779-1877.

About 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 supported by 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.