



## MEDIA RELEASE



PGA TOUR  
SUPERSTORE



### Major Retailer “Chips-In” and Keeps the Ball Rolling for Young Golfers

Palm Desert, California (February 1, 2017) – The First Tee® of the Coachella Valley (TFTCV) received a grant worth \$12,500 from the PGA Tour Superstore (PGATSS) on behalf of the Arthur M. Blank Family Foundation.



The funds will support TFTCV programs allowing children in the Coachella Valley to have access to the game of golf and learn valuable life lessons taught on the greens. This keeps the ball rolling for select young golfers via partial and full scholarships through grants. “The ongoing support of the PGA Tour Superstore is truly appreciated and allows us to continue our mission of bringing The First Tee Life Skills program to our Valley youth” said Executive Director Tim Skogen of The First Tee® of the Coachella Valley.

In partnership with The Arthur M. Blank Family Foundation, PGATSS awards grants and other donations to The First Tee to help the youth development’s organization goal of reaching 10 million new young golfers. According to Barbara Prusinowski of the Tournaments and Events division of the PGA Tour Superstore “The programs of the First Tee certainly provide young golfers with the ability to sharpen their skills, but more importantly, the Nine Core Values that they learn to live by will stay within them for a lifetime”.

The First Tee has established Nine Core Values that represent some of the many positive values connected with the game of golf: Honesty, Integrity, Sportsmanship, Respect, Confidence, Responsibility, Perseverance, Courtesy, and Judgement. By participating in The First Tee, young golfers are introduced to these core values which are incorporated throughout the program.

Attendees at the check presentation are featured from left to right in the photograph. TFTCV Program Director Dustin Smith, PGATSS Operations Supervisor Robert Waggoner, TFTCV Executive Director Tim Skogen, and PGATSS Tournament Event Coordinator Barbara Prusinowski.

For more information or to register a child The First Tee® of the Coachella Valley programming, visit [TheFirstTeeCoachellaValley.org](http://TheFirstTeeCoachellaValley.org) or call (760) 779-1877.

***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.*

***PGA TOUR Superstore*** is owned and operated by Golf & Tennis Pro Shop, Inc., headquartered in Roswell, Georgia, whose chairman and controlling owner (through AMB Group, LLC) is Arthur M. Blank, retired Home Depot co-founder and owner of the Atlanta Falcons and Atlanta United FC. Additionally, PGA TOUR Superstore is the PGA TOUR's exclusive partner for off-course/off-airport golf retailing.

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