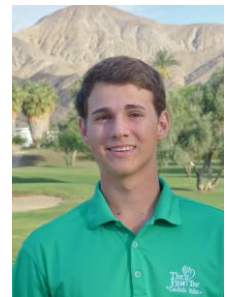




## **Local Teen Selected to Play with Pro Golfers on Champions Tour in Nature Valley First Tee Open at Pebble Beach**

*Will McMahon heads to Pebble Beach Week of September 22*

Palm Desert, CA (August 21, 2014) – The First Tee of the Coachella Valley is sending Will McMahon to compete in the [2014 Nature Valley First Tee Open at Pebble Beach](#), an official [Champions Tour](#) event, that will be held September 26-28, 2014 and televised internationally on the [Golf Channel](#).



McMahon will join 80 other participants from The First Tee chapters for the event, which is in its 11<sup>th</sup> year.

“Nature Valley is proud to be associated with this event and thrilled to see these juniors get the call of a lifetime,” said Joe Ens, vice president of marketing at General Mills. “The First Tee is doing incredible work helping young people learn important life lessons, like the Nine Core Values. We look forward to welcoming Will and the full junior field at this year’s tournament.”

McMahon was selected by a national panel of judges who evaluated playing ability and comprehension of the life skills and character education learned through their involvement with The First Tee. More than 150 applications were submitted.

Champions Tour players committed to play include two-time Nature Valley First Tee Open winner and defending champion, Kirk Triplett, Charles Schwab Cup contenders, Jay Haas and Kenny Perry, and a number of World Golf Hall of Fame members.

McMahon will begin his senior year this month at Palm Springs High School. He has lettered on the Boys’ Varsity Golf Team each year along with the team captain who is an AJGA Member, SCPGA Junior Tour Member and also a member of The First Tee of the Coachella Valley. McMahon’s academic focus has earned him a spot on the Academic Honor Roll. He is involved in the Coachella Valley chapter of the Fellowship of Christian Athletes, spends time mentoring younger participants in The First Tee program and has earned the 2014 Rotary Club Youth Leadership Award.

“The word that best describes Will is perseverance! He has grown a lot in the last five plus years, both physically and personally,” comments Dustin Smith, Lead Instructor for The First Tee of the Coachella Valley. “I feel fortunate to have had the opportunity to help him develop. I hope I have impacted his life as much as he has mine. Will is truly ready for this experience.”

McMahon and the other juniors will be teamed with 81 Champions Tour players and 162 amateurs as they compete for the Pro-Junior title at Pebble Beach Golf Links and Poppy Hills Golf Course. Play will be conducted on these courses on Friday and Saturday. The final round will be played at Pebble Beach on Sunday.

“It is an honor to be the first participant selected from the Coachella Valley to play in the Nature Valley First Tee Open at Pebble Beach” says Will McMahon. “The Coachella Valley has its own incredible golf history and has been a great place to learn the game of golf. The First Tee here has many great coaches, sponsors and supporters. I want to thank every one of them for making this opportunity possible for me”.

The First Tee of the Coachella Valley is one of 177 chapters around the country and in select international locations. More than 6,000 young people have been served since the program began in 2008. Through chapter programs and The First Tee National School Program in 14 elementary schools, the programs focus on building character 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). For more information on the 2014 Nature Valley First Tee Open, visit [TheFirstTeeOpen.com](http://TheFirstTeeOpen.com). To request interviews with Will McMahon, contact Chris Keener at [CKeener@drd.us.com](mailto:CKeener@drd.us.com) or call 760-779-1877.

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

*The Coachella Valley Chapter of The First Tee is offered through the Desert Recreation District and hosted at The Golf Center at Palm Desert. The First Tee of the Coachella Valley was introduced into the Coachella Valley in 2008 in collaboration with Palm Desert city councilman, Bob Siegel and Indian Wells city councilman, Bill Powers. The Golf Center at Palm Desert, golf course and clubhouse facilities were recently renovated and upgraded to include classroom space and on-course teaching areas.*

### **The Desert Recreation District**

*The 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; creates and delivers quality programs, services and classes; and, facilitates leisure opportunities through partnerships that support and encourage residents to engage in healthy lifestyles and wellness activities. DRD hosts special programs such as Adaptive Sports for those with disabilities, events such as the Senior Games and partners with health care organizations such as Kaiser Permanente who recently provided grant monies to fund scholarships for swim lessons, junior lifeguard classes, and open swim passes. DRD is funded through tax dollars, special assessments, grants and nominal charges assigned to select classes and events. Over the last year, DRD hosted over 2,400 classes and programs and more than 100 special events for 18,700+ participants.*

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