



## PGA TOUR joins “United We Serve” initiative

*TOUR lends support to President Obama’s call to service  
for summer projects*

**Together, anything’s possible.**

PONTE VEDRA BEACH, FL

June 24, 2009

The PGA TOUR today announced support of United We Serve, a national effort launched by President Obama on June 22 aimed to engage more Americans in serving their communities throughout the summer. The TOUR is one of many professional sports leagues, entertainment organizations and other companies who will leverage resources to help make this initiative a success.

“This summer, I’m calling on all of you to make volunteerism and community service part of your daily life and the life of this nation,” said President Obama in the video announcing United We Serve. “Economic recovery is as much about what you’re doing in your communities as what we’re doing in Washington – and it’s going to take all of us, working together.”

“As part of our ‘Together, anything’s possible’ platform, the PGA TOUR already has more than 100,000 volunteers working through TOUR events to better the communities in which they live, making it a natural fit for the TOUR to support this broader initiative brought forth by President Obama,” said PGA TOUR Commissioner Tim Finchem. “We thank the President for making this call to service this summer and beyond, and we will work together in support of this effort.”

United We Serve kicked off on June 22 and runs through September 11, which will be marked for the first time as a national day of service and remembrance. The initiative focuses on four key areas: education; health; energy and the environment; and community renewal. It is being led by the Corporation for National and Community Service, a federal agency that improves lives and strengthens communities through volunteering and service.

The TOUR will use its media assets – in-telecast PSAs, PGATOUR.COM, SIRIUS XM Radio spots, electronic tournament scoreboards – to drive awareness and promote United We Serve and the Web site [www.Serve.gov](http://www.Serve.gov). And in addition to applying existing TOUR, tournament and PGA TOUR Wives Association service projects toward the initiative, the PGA TOUR has committed to a food drive at tournaments from Aug. 17-Sept. 7, culminating with an event at the Deutsche Bank Championship. The food drive will take place across all three tours – the PGA TOUR, Champions Tour and Nationwide Tour – as well as throughout the TPC Network. The following tournaments will participate as part of the food drive:

- PGA TOUR – Wyndham Championship, The Barclays, Deutsche Bank Championship
- Nationwide Tour – Christmas is October Classic, Northeast Pennsylvania Classic
- Champions Tour – JELD-WEN Tradition, Boeing Classic, Walmart First Tee Open at Pebble Beach

To make it easy for individuals to get involved, the Corporation for National and Community Service created [Serve.gov](http://Serve.gov), a Web site that allows visitors to type in their zip code to find local volunteer opportunities, recruit volunteers by posting their organization’s projects, or get ideas for creating their own projects with friends, families, and neighbors.

**About the PGA TOUR**

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to expand the PGA TOUR domestically and internationally so as to substantially increase player financial benefits while maintaining our commitment to growth in charity and integrity to the game. In 2009, the three Tours will compete in 102 events for more than \$350 million in prize money. Tournaments will be held in 10 countries outside the U.S. and in 35 states.

In addition to providing competitive opportunities for its membership, TOUR events also generate significant funds for local charities. In fact, the three Tours have surpassed the \$1 billion mark in overall charitable contributions. The PGA TOUR's web site address is [www.PGATOUR.com](http://www.PGATOUR.com), and the company is headquartered in Ponte Vedra Beach, FL.

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