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For: Friends of Hawaii Charities / Sony Open in Hawaii

Contact:

Melissa Pampulov, Volunteer Media Coordinator, email [melissapampulov@gmail.com](mailto:melissapampulov@gmail.com)

Lori Yip, 141 Premiere Sports & Entertainment, email [lyip@141hawaii.com](mailto:lyip@141hawaii.com) or 778-1493 (cell)

Stacy Hoffman, PGA TOUR Wives Association, [smvasil@yahoo.com](mailto:smvasil@yahoo.com) or 858-603-0646

What: **'Blessings' to Hungry Keiki – A News Conference announcing National Charity Program Blessings in a Backpacks Launch in Hawaii**

Children in Hawaii are among the latest recipients of Blessings in a Backpack thanks to a charity collaboration between Sammy Hagar, the PGA TOUR Wives Association, Friends of Hawaii Charities, The Mark and Debi Roling Charitable Foundation and Foodland Super Market. 373 children from three schools in Hawaii enjoy blessings in a backpack that consists of nutritious food to take home for the weekend.

Where: Ke Kula 'o Samuel M. Kamakau Laboratory Public Charter School  
Kokokahi YMCA Campus, Midkiff Gym  
45-037 Kāne'ōhe Bay Drive

Date: **Wednesday, January 13, 2010**

Time: **10:30 a.m. – Noon**

10:30 – 11:15 a.m. Welcome and VIP Speakers

11:15 a.m. – Noon Student Activity with Guests and Filling of Backpacks [Photo Opportunities]

**Media and photo opportunities are available.**



### Key Partners

**Blessings in a Backpack** is a non-profit organization designed to provide weekend nourishment to elementary school children who qualify for free or reduced fee meals under the National School Lunch Program. School children who receive free and reduced meal plans eat while they are in school, but go home to little or no food in the evenings and on weekends. These children return to school on Monday hungry and tired. Through the "Blessings in a Backpack" initiative these undernourished school children are given food for the weekends. Participating schools have seen a dramatic increase in their test scores, a reduced number of school nurse visits on Monday, increased attendance and better attention/focus in the classroom where these children are served. Five years ago, Stan Curtis started "Blessings in a Backpack" with three schools in Kentucky. Now the program has mushroomed and serves over 24,000 children in over a hundred schools spread across 16 states.

**Sammy Hagar, major donor in the Hawaii Blessings in a Backpack launch:** Sammy Hagar, known as "The Red Rocker" is an entrepreneur with many worldwide business and philanthropic interests. Sammy's connections to the Islands include a home on Maui, and a business interest in Sammy's Beach Bar & Grill at Maui's Kahului Airport.

**PGA TOUR Wives Association, Inc., entity responsible for bringing Blessing in a Backpack to Hawaii:** PGA TOUR Wives Association is a Florida not-for-profit corporation organized to render support and provide assistance to needy children and their families through the means of charitable events. The Association, incorporated in 1988, raises money for child related charities and has given much back to the game of golf through personal time and monetary contributions to those organizations. In addition to fundraising, members participate in Volunteer Service Projects in communities where tournaments are held. For more information about the Association, visit the website at [www.pgatourwives.org](http://www.pgatourwives.org)

**Friends of Hawaii Charities, key volunteer organizer of the Hawaii Blessings in a Backpack program:** Friends of Hawaii Charities, charity sponsor of the Sony Open in Hawaii, is a federal 501 (c) (3) public charity incorporated in 1998 to benefit not-for-profit organizations serving Hawaii's children, youth, women and needy. Over the past eleven years, Friends of Hawaii Charities, Inc., together with Sony Open charity partner, The Harry and Jeanette Weinberg Foundation, Inc., has raised and distributed more than \$9,000,000 to over 350 not-for-profit organizations. [www.friendsofhawaii.org](http://www.friendsofhawaii.org)

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