



**Release Date:**

January 23, 2009

**Media Contact:**

Rob Myers, (480) 348-7540

**PGA TOUR WIVES TO HELP UNDERPRIVILEGED VALLEY CHILDREN**

**PHOENIX, Ariz.** – Volunteers from the PGA TOUR Wives Association will partner with the FBR Open and the Assistance League of Phoenix to work with a group of underprivileged elementary school children on Wednesday, January 28 from 9:15-11:00 am. The children, who are from the Isaac School District, are participating in the Assistance League's Operation School Bell program, which provides new clothes to children in need. The Assistance League of Phoenix is located at 9224 N 5th Street in Phoenix.

More than 4,000 children enjoy new school clothes every year through Assistance League's Operation School Bell. When students do not have appropriate school clothes, they are more likely to miss school, feel self-conscious and do poorly in their studies. Through this program, students can "shop" free at Assistance League facilities. Each child receives two pairs of pants (or skirt, jumper, shorts, jeans, uniform slacks, etc.), three shirts, one sweatshirt, six pairs of underwear, six pairs of socks, one pair of athletic shoes, a backpack, a hygiene kit and a book. Since 1986, this program has helped more than 50,000 elementary students from 90 schools in 11 Phoenix area school districts.

PGA TOUR Wives Association, Inc. is a Florida-based not-for-profit corporation organized to render support and provide assistance to needy children and their families through the means of charitable events. Since inception, the Association has expanded its membership to include Nationwide Tour wives, significant others of PGA TOUR and Nationwide Tour members, and individuals and companies who support the Associations' charitable endeavors. In addition to fundraising, members participate in Volunteer Service Projects, performing a myriad of services ranging from Habitat builds to cooking in soup kitchens to playing with hospitalized children in communities where tournaments are held.

Assistance League of Phoenix is a non-profit philanthropic organization that has served Phoenix since 1960. Currently the all volunteer membership of Assistance League supports five philanthropic programs that touch the lives of thousands of people each year. The organization's major sources of funding include its Thrift Shop, the chapter's annual Celebration of Caring Gala and grants from the local philanthropic community and donations.

The FBR Open is the best-attended golf tournament in the world and has raised more than \$61 million for charities, with more than \$33 million generated in just the last four years. Annually sporting by far the largest crowds for any golfing event in the world, the FBR Open has gained legendary status for being a unique stop on the PGA TOUR. The 2009 edition, to be played January 26<sup>th</sup> through February 1st, will mark the 74th playing of the event, and the fifth as the FBR Open, making it one of the five oldest events on the PGA TOUR.