

PGA TOUR WIVES ASSOCIATION TO LAUNCH *OPERATION LITERACY*



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LITERACY DRIVES DREAMS

PONTE VEDRA BEACH, FL

April 26, 2010

The PGA TOUR Wives Association (PTWA), in collaboration with THE PLAYERS Championship, Valero Texas Open and HP Byron Nelson Championship, is proud to announce the launch of *Operation Literacy – Literacy Drives Dreams*. This three-week campaign will bring awareness to the importance of literacy skills, while giving back to tournament communities.

“The number of children who lack the basic reading skills that are the foundation for future success is staggering” said Athena Perez, chairman of the *Operation Literacy* initiative for the PGA TOUR Wives Association. “It is our hope that this program will bring awareness to the importance of literacy and our youth. More importantly, we hope to encourage children to continue their pursuit of reading and critical thinking by celebrating their scholastic achievements.”

THE PLAYERS Championship

Operation Literacy will launch at THE PLAYERS Championship (May 3-9) in Ponte Vedra Beach, Fla., where the PTWA will host children from Community Hospice PedsCare on Tuesday, May 5, at [These Kids Can Play - BookFest](#). This is the third year the Association has hosted an event for the children and their families at THE PLAYERS Stadium Village. Characters from classic children’s stories will help children select books and celebrity guests will read to the children. Golf fans attending the tournament will be asked to donate new children’s books to THE PLAYERS in support of local literacy programs.

Valero Texas Open

The next stop on the PGA TOUR schedule and for *Operation Literacy* is the Valero Texas Open (May 10-16) in San Antonio, Texas. The PTWA will help bring area youth a unique and exciting way to get involved in reading and writing by sponsoring an essay and short-story writing contest: *Operation Literacy – San Antonio*. Three finalists from each participating school will be invited to an awards ceremony on Wednesday, May 12, at TPC San Antonio, where PGA TOUR players will be on hand to help announce the winners. A book drive will also be conducted during tournament week to benefit San Antonio Youth Literacy.

HP Byron Nelson Championship

Operation Literacy then moves to Dallas for the HP Byron Nelson Championship (May 17-23), where the PTWA will support a [Kids Zone](#) and the [HP Day of Service Project](#). Children will enjoy a reading area within the Kids Zone at the tournament, and story time with special guests reading favorite books from their childhood. A book drive at various locations throughout the city will also be conducted, with books being donated to the Salesmanship Club Youth and Family Centers, Inc.

For more information about *Operation Literacy*, the website at www.TOURWivesLiteracyDrive.com.

About the PGA TOUR Wives Association

The PGA TOUR Wives Association, Inc., 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. Incorporated in 1988 by wives of professional golfers on PGA TOUR, the Association has raised more than \$3 million for child and women related charities. In addition to monetary contributions, its members have given back through personal time, participating in a wide range of volunteer services in communities where PGA TOUR tournaments are held. For more information about the Association, visit the website at www.pgatourwives.org.

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