



**Media  
Contacts:**

Karyn Margolis  
Avon Foundation  
212-282-5666  
karyn.margolis@avonfoundation.org

Stacy Vasil  
PTWA  
858-603-0646  
smvasil@yahoo.com

Lee Patterson  
Quail Hollow Championship  
704-913-1088  
leep@wcgolf.org

**For Immediate Release**

Avon Foundation for Women, PGA TOUR Wives Association and  
the Quail Hollow Championship Announce  
**Second Annual *Walk the Course Against Domestic Violence***

***100 Percent of All Proceeds Raised to Benefit Four Local Domestic Violence Agencies***

**March 1, 2010 – Charlotte, NC/New York, NY** – The Avon Foundation for Women, in collaboration with the PGA TOUR Wives Association and the Quail Hollow Championship, is proud to announce the second annual *Walk the Course Against Domestic Violence* ([www.WalktheCourseAgainstDV.org](http://www.WalktheCourseAgainstDV.org)) on April 27, 2010. This unique event will take place at Quail Hollow Club in Charlotte, N.C., as part of the PGA TOUR's Quail Hollow Championship week. *Walk the Course Against Domestic Violence* is a non-competitive, family-friendly event for all ages with 100 percent of proceeds from this year's event benefitting four local domestic violence agencies. Participants will walk up to 18 holes (5 miles) alongside tournament players' wives and families to raise much-needed funds and awareness for the domestic violence cause.

The statistics are startling. In the U.S., every nine seconds a woman is beaten or abused. There have been more than 535 domestic violence-related homicides just in North Carolina since 2003. Every year up to 15 million children witness some form of domestic violence in the U.S. The goal of *Walk the Course Against Domestic Violence* is to draw attention to a difficult issue that affects women of every race, age and background, and to work toward helping change the course of domestic violence for all victims and their families.

*Walk the Course 2009* featured nearly 900 participants, with 100 percent of the proceeds (\$100,000) donated directly to North Carolina domestic violence agencies. In 2010, all proceeds from this event will again be awarded to deserving local agencies including The Shelter of Gaston County, United Family Services Shelter for Battered Women, Turning Point of Union County and the North Carolina Coalition Against Domestic Violence. The funds will enable these shelters to continue to help individuals affected by domestic violence, as well as to educate people about the issue, with the goal to help create a world without domestic violence.

"The Avon Foundation for Women is committed to Speaking Out Against Domestic Violence," said Carol Kurzig, President, Avon Foundation for Women. "We are thrilled to partner once again with the PGA TOUR Wives Association and the Quail Hollow Championship on this event, and we hope that *Walk the Course Against Domestic Violence* continues to help make a significant difference in North Carolina, generating more resources for those who need them most."

*Walk the Course Against Domestic Violence* is the latest initiative of the Avon Foundation for Women Speak Out Against Domestic Violence program. Since Speak Out launched in 2004, the Avon Foundation for Women has awarded more than \$12 million to nearly 400 domestic violence organizations in the U.S. alone.

Amy Wilson, President, PGA TOUR Wives Association, said: "We are excited to be returning to Charlotte to partner again with the Avon Foundation for Women and the Quail Hollow Championship in the fight against

domestic violence. The success of the inaugural event was a testament to the people of the Carolinas and their support in this important fight for the welfare and safety of families. The PGA TOUR Wives Association is proud to be a part of an event that makes a difference in the lives of so many."

"It is an honor to once again share our resources and energy for such an important cause in our local area," said Kym Hougham, Executive Director, Quail Hollow Championship. "Last year was a good start in raising awareness for domestic violence in this area, and we hope everyone will share our passion as we go forward."

Registration for 2010 is now open and participants can register on-line at [WalktheCourseAgainstDV.org](http://WalktheCourseAgainstDV.org) or by calling 866-646-2866. Fundraising is voluntary, but encouraged. Fundraising incentive prizes are offered to help inspire the participants. Top fundraisers will have the opportunity to meet professional golfers participating in the Quail Hollow Championship at a special reception immediately following the walk.

**The Avon Foundation for Women** is a 501(c)(3) public charity and a leader in the causes of breast cancer and domestic violence and also supports emergency disaster relief. Since 2004, when the Avon Foundation for Women launched the Speak Out Against Domestic Violence program, more than \$12 million has been raised and awarded to nearly 400 domestic violence organizations in the U.S. alone for awareness, education, direct services and prevention programs. Avon Foundation for Women and Avon global philanthropy have raised and awarded more than \$725 million in more than 50 countries for these causes. For more information, visit [avonfoundation.org](http://avonfoundation.org).

**PGA TOUR Wives Association, Inc.**, is a Florida not-for-profit corporation organization 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 service projects from Habitat for Humanity builds to cooking in soup kitchens to playing with hospitalized children in communities where PGA TOUR tournaments are held. For more information about the Association, visit the website at [pgatourwives.org](http://pgatourwives.org).

**The Quail Hollow Championship** is one of the largest, most prestigious sporting events in the Charlotte region. Champions for Education, a non-profit 501(c)(3) organization, operates and manages the tournament and has donated over \$11 million to local and regional charities since 2003. Now leading up to its eighth year, the tournament is intended as an annual tradition that will bring players and patrons back each year for an unforgettable golf experience. The 2010 tournament will be held April 26-May 2. In 2009, the tournament earned "Best In Class" as the top event on the PGA TOUR schedule. A combination of Quail Hollow Club and the spirit of the Charlotte area community are among the reasons the Quail Hollow Championship has and should continue to draw many of the world's top golfers to Charlotte.

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*Walk the Course Against Domestic Violence* thanks its 2010 sponsors: Gold Sponsor: **Tire Kingdom**; Silver Sponsor: **CaroMont Health**; Media Sponsors: **Kiss 95.1, K104.7 and Charlotte Living**; Official Sponsors: **CharlotteSmartyPants.com, DASANI, glaceau vitaminwater, Starbucks.**