



## MEDIA RELEASE



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### Dustin Smith Named Program Director for The First Tee of the Coachella Valley

Indio, CA (May 5, 2015) – [The First Tee of the Coachella Valley](#) has promoted Dustin Smith to Program Director. The First Tee of the Coachella Valley is a chapter of [The First Tee](#) offered as part of golf programming by the [Desert Recreation District](#) at the Golf Center at Palm Desert. The First Tee provides young people with learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Mr. Smith will lead all planning and development for program in accordance with The First Tee Life Skills and Golf Experience. In addition, he will oversee and further develop the Volunteer program.



“Dustin is a perfect choice for our program” commented Tim Skogen, Executive Director. Mr. Smith is a PGA Class A Professional, certified Golf Instructor and one of only 260 certified coaches for The First Tee on a national level. He is well acquainted with The First Tee program and skills training. Mr. Smith has been part of the First Tee for nine years, spending over five years in various capacities locally and three years in a chapter located in Northern Nevada. “Dustin is experienced with and believes in the mission of The First Tee. His passion for working with our youth members shows in his interactions with them. The kids gravitate towards him. Dustin has a knack for actively engaging them in all aspects of the program and working with our volunteers to make The First Tee experience rich for everyone” Mr. Skogen concluded.



For more information about The First Tee of the Coachella Valley, visit [TheFirstTeeCoachellaValley.org](#) or call (760) 779-1877. Information about The Golf Center at Palm Desert can be found at: [MyRecreationDistrict.com](#) or by calling 760-347-3484.

#### **The Desert Recreation District**

*The Desert Recreation District (DRD) provides quality recreation experiences to residents throughout the Greater Coachella Valley. DRD manages, maintains and assists in maintaining over 30 parks and recreation facilities; creates and delivers quality programs, services and classes; and, facilitates leisure opportunities through partnerships that support and encourage residents to engage in healthy lifestyles and wellness activities. The Golf Center at Palm Desert is operated by DRD. The First Tee of the Coachella Valley is a program offered by DRD. DRD is funded through tax dollars, special assessments, grants and nominal charges assigned to select classes and events. Over the last year, DRD hosted over 2,400 classes and programs and more than 100 special events.*

#### **About The First Tee of the Coachella Valley**

*The First Tee of the Coachella Valley was established in 2008 by the Desert Recreation District and is one Chapter of a national/international non-profit youth initiative called The First Tee. The First Tee was created in 1997 by the World Golf Foundation to provide young people of all ethnic and economic backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity and sportsmanship. The First Tee Life Skills & Golf Experience is the unique component that sets The First Tee apart from many other junior golf programs. Since inception, The First Tee of the Coachella Valley has hosted more than 6,000 young people.*