



PRESS RELEASE

Desert Classic Charities Awards \$10K Grant Benefitting East Valley Children

Palm Desert, California (January 10, 2018) – The First Tee of the Coachella Valley (TFTCV) has been awarded a \$10,000 grant from Desert Classic Charities (DCC) from the net proceeds generated by the 2017 CareerBuilder Challenge. The funds will support TFTCV year-round scholarships program at The Lights at Indio Municipal Golf Course, benefitting children living in Indio and surrounding communities.

The eastern Coachella Valley is home to many children with parents working in low-income agricultural and service industry jobs. That’s according to a 2016 Poverty Rate Data report by City-Data.org. Overall, 37.5% of children in the Coachella Valley live in poverty compared California’s state-wide average of only 19.1 percent.

Recently, TFTCV began hosting free junior golf clinics at their Indio location (The Lights) and witnessed the tremendous turnout from excited children. “This is incredible. Thanks to Desert Classic Charities, we can help children living in Indio and beyond. Not just with teaching great golf skills, with building future leaders in our communities too” - TFTCV Program Director Dustin Smith.



Desert Classic Charities is the non-profit beneficiary of the CareerBuilder Challenge, the Coachella Valley’s PGA TOUR event. The mission of Desert Classic Charities is to help support children’s charities of the Coachella Valley by hosting golf events or other fund raising efforts. Proceeds are distributed to Coachella Valley charities that offer structured programs focusing on the health, welfare, social development, and the supplemental educational and recreational needs of children, age 18 and under, living in the Coachella Valley. “Not only does The First Tee introduce young people to the game of golf, more importantly, they focus on instilling core values along with the ethics of sportsmanship. Those are strong character skills that will benefit children for the rest of their lives” - Desert Classic Charities Board President John Foster.

Free Junior Golf Clinic at this year’s CareerBuilder Challenge

Join us Sunday, January 21, 2018 at the Stadium Course Driving Range at PGA WEST from 11 am – 1pm. The First Tee joins forces with the CareerBuilder Challenge by offering a complimentary interactive golf clinic to young golfers Also included with sign up is free Sunday admission for kids to the CareerBuilder Challenge. Space is limited. Sign up now by contacting Dustin Smith of the First Tee of the Coachella Valley at 760-779-1877, or at dsmith@drd.us.com.

The First Tee® of the Coachella Valley (TFTCV)

The First Tee is an initiative of the World Golf Foundation. Its mission is to impact the lives of children by providing learning facilities and educational programs to promote character development and life-enhancing values through the game of golf. TFTCV is a program offered through The Desert Recreation District and supported by the Desert Recreation Foundation, a 501 (c) 3 tax exempt non-profit organization.

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