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PGA TOUR Pledges Support to The First Lady's National Campaign to Battle Childhood Obesity

PONTE VEDRA BEACH, Fla. - The PGA TOUR today announced its support of First Lady Michelle Obama's national initiative to combat childhood obesity, which was announced today at the White House.

Joined by members of the President's cabinet and leaders in sports, entertainment and business, as well as mayors and members of the medical community, The First Lady outlined elements of the campaign designed to solve the obesity challenge within a generation.

Among the sports representatives was Kathryn Rand, Board President for The First Tee of Washington, DC. The First Tee is the primary youth initiative supported by the PGA TOUR and its tournaments.

By supporting this effort, the TOUR is committed to:

- The goal of eliminating childhood obesity in a generation
- The goal of getting more kids active, playing or moving (60 minutes per day).
- Supporting Life Skills Education delivered through The First Tee Chapters as well as The First Tee National School Program - both of which are already in place and directly affect youth, health and physical activity.
- Working together with The First Lady and the White House to increase existing programs and creatively develop new ideas and programs.
- Reaching out to its players, sponsors, tournaments, volunteers and fans to support this initiative and provide feedback from key opinion leaders within these groups on ways to achieve the campaign's goals.

"We are very much committed to supporting and promoting this very important initiative, and through the PGA TOUR and The First Tee this message is reaching hundreds of thousands of

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young people every year,” said PGA TOUR Commissioner Tim Finchem. “The First Tee has successfully integrated programs that focus on the health benefits that golf provides.”

Every level of The First Tee’s Life Skills Experience curriculum focuses on wellness, both on and off the golf course. For example, one of the core lessons at the “Eagle” level is “Stay Well for Life,” where young people aged 13 and older are asked to demonstrate good judgment related to healthy behaviors by choosing to properly prepare their bodies through exercise, nutrition and hydration.

“The First Tee’s mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf,” said Joe Louis Barrow, Jr., CEO of The First Tee. “Teaching young people such valuable life skills as having confidence, using good judgment and taking responsibility for their choices—which can transfer into making healthy choices and living healthy lives—is at the heart of The First Tee Life Skills Experience.”

In addition, complementing The First Tee Nine Core Values, The First Tee Nine Healthy Habits are being developed and incorporated into the existing Life Skills curriculum, bringing further emphasis to the topic at all instruction levels. The Nine Healthy Habits will encourage such behavior as “hydrate for health,” “grow fit for golf and life,” and “rest for your heart, body and mind.”

Childhood obesity rates in America have tripled over the past three decades, with nearly one-third of U.S. children now being overweight or obese. To combat this epidemic, The First Lady will reach out to parents and teachers, and mobilize action and assistance across the federal government, in partnership with governors and mayors, the medical community and leading foundations and sports and business communities to support common sense, innovative tools and solutions to empower families and communities to make healthy decisions for their kids.

The campaign will unite and inspire families throughout the country to take real and sustained actions to eat better, be more active, and make a commitment to embracing healthier lifestyles.

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