

the Memorial  Tournament

PRESENTED BY

Morgan Stanley



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The Memorial's Clubhouse Kids leaves lasting impression

Dublin, Ohio – April 12, 2010 – Entering its seventh year, the Memorial Tournament's Clubhouse Kids Golf Tour continues to grow its outreach to elementary youth - exposing them to golf and educating not only about the sport but also about its many innate values. The Golf Tour is part of an umbrella program created by the Memorial Tournament to invite youth to participate in three interactive golf programs: **The Memorial's Clubhouse Kids Golf Tour, presented by Allstate; Junior Golf Day (including Elementary Day and Junior Golf Clinic);** and **Clubhouse Kids Membership** and **Website** www.memorialclubhousekids.com.

The Memorial's Clubhouse Kids Golf Tour, presented by Allstate is a program designed to enable educators to permanently teach the fundamentals and etiquette of golf in the physical education classroom with supplemental special visits from Muirfield Village Golf Club golf professionals at select schools. The Golf Tour has increased its outreach to students by more than 20 percent since 2005, and with the completion of the 2010 Tour (see schedule below) will have reached a total number of students exceeding 25,000. Teachers from each of the schools reached in 2010 will be provided with training and a "Life Skills" curriculum developed by The First Tee National School Program.

In addition, S.N.A.G. golf equipment (**S**tarting **N**ew **A**t **G**olf soft material equipment) will be donated on behalf of the Memorial Tournament and Allstate Insurance, a major partner of the golf tour since its inception in 2005, to participating schools. Physical education teachers will then be prepared to incorporate golf into their curriculums on a permanent basis.

The remaining two pieces of The Memorial's Clubhouse Kids three-tier golf program are Junior Golf Day (including Elementary Day and Junior Golf Clinic) and the Clubhouse Kids website.

On **Junior Golf Day**, Wednesday, June 2, all kids 18 and younger are admitted free. *Elementary Day* utilizes the Memorial Tournament and Muirfield Village Golf Club as a classroom setting for schools to bring students to the course and teach lesson plans that relate to golf. For example, the Tournament

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provides a packet of information about the Memorial and Muirfield Village Golf Club, as well as a core subject lesson plan (math, science, English, etc.) based on golf, which classes review at school ahead of time or while eating lunch in the corporate hospitality village, the site of their onsite classrooms at the Memorial.

The **Junior Golf Clinic** is also held on Junior Golf Day with participants learning tips from a PGA TOUR Professional and witnessing the infamous Dennis Walters Golf Show, featuring Walters and his dog, Benji Hogan, executing some very unusual shot making. This year's Junior Golf Clinic is scheduled for Wednesday, June 2 at 5:30 p.m. at Safari Golf Club across from the Columbus Zoo and Aquarium on Powell Road. The Junior Clinic is open to the public. Parking and admission are FREE!

The Memorial's Clubhouse Kids Membership and Website (www.memorialclubhousekids.com) is designed to keep kids engaged in golf beyond the Memorial Tournament "season". The website is fun and educational, containing interactive pages and links including: facts about the current Memorial Tournament winner; printable coloring pages and games; and a members only *Locker Room* full of interactive games, e-cards, golf tips, etiquette, and more. Children that become a Clubhouse Kids member receive a lanyard, backpack, autograph marker, golf ball with Memorial Tournament logo, flying disc, an invitation to the Junior Golf Clinic, a user name and password for the *Locker Room*, and an annual birthday card. Membership comes with a one-time \$5 shipping and handling charge and automatic annual membership renewals until age 16.

The Memorial's Clubhouse Kids Golf Tour 2010 Schedule

School District	School Name	Date	Time
Login Elm	Salt Creek	April 13	8:55AM - 11:10AM
Logan Elm	Pickaway	April 13	12:50PM – 3:10PM
Gahanna	Royal Manor	April 14 April 15	8:15AM - 11:05AM 8:15AM - 11:05AM
North Fork Local	Utica	April 16	9:15AM – 11:15AM 12:15PM – 3:15PM
Westerville	St. Paul	April 20 April 21	9:30AM - 11:40AM 8:05AM - 11:40AM
Olentangy Local	Freedom Trail	April 26	TBD
<i>Please note: Additional schools will be added</i>			

Allstate

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the Memorial Tournament

The Memorial Tournament presented by Morgan Stanley is held annually at Muirfield Village Golf Club in Dublin, Ohio, a suburb of Columbus. The tournament, founded and hosted by Jack Nicklaus, is conducted each year with three goals in mind: to honor the memory of individuals living and deceased who have distinguished themselves in the game of golf; to showcase the world's best golfers competing on one of the most challenging venues in the world for the enjoyment of spectators; and to benefit charitable organizations in central Ohio. For more information, call 614-889-6700 or visit www.thememorialtournament.com.

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