

MEDIA INFORMATION

**FOR IMMEDIATE RELEASE
March 30, 2007**

**Media Contact: Tom Sprouse
614-889-6791**



the Memorial  Tournament

PRESENTED BY
Morgan Stanley

5760 MEMORIAL DR
DUBLIN, OHIO 43017
(614) 889-6700
(614) 889-6026 (fax)

The Memorial's Clubhouse Kids Leaves Lasting Impression Through Continued Growth, Equipment Donation and Teacher Training

Dublin, Ohio – March 30, 2007 – Entering its fourth year, The Memorial'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**, **Junior Golf Clinic** and **Clubhouse Kids Website** (www.memorialclubhousekids.com).

With the help of Allstate Insurance, The First Tee National School Program and ABC6 & Fox28, **The Memorial's Clubhouse Kids Golf Tour** (a program designed to teach the fundamentals and etiquette of golf in the physical education classroom with instruction from Muirfield Village Golf Club golf professionals) will introduce golf to 28 schools in the 2007 school year. The Golf Tour has increased its outreach to students by 20 percent since 2005, and with the completion of the 2007 Tour will have reached a total number of students exceeding 24,000. Teachers from each of the 28 schools reached in 2007 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 (**Starting New At Golf** soft material equipment) will be donated on behalf of the Memorial Tournament and Allstate Insurance to participating schools. Physical education teachers will then be prepared to incorporate golf into their curriculums on a permanent basis.

Hamilton Elementary School will kickoff the 2007 Clubhouse Kids Golf Tour on Monday, April 2, 2007. A representative from Allstate Insurance will be on-hand to donate S.N.A.G. golf equipment during the April 2nd visit. The complete 2007 Golf Tour schedule can be found on page two.

The remaining two pieces of The Memorial's Clubhouse Kids three-tier golf program are the **Junior Golf Clinic** and **Clubhouse Kids Website**.

The **Junior Golf Clinic** is held during Tournament week with participants learning tips from a PGA TOUR Professional and witnessing the infamous Dennis Walters Golf Show - pure entertainment watching Walters and his dog, Benji Hogan, execute some very unusual shot making. This year's Junior Golf Clinic - the 13th annual - is scheduled for

(more)

Wednesday, May 30 at 5:30 p.m. at The Country Club at Muirfield Village. The first 500 junior golfers to donate a canned food item will receive a free gift bag. All junior guests will also be eligible to win two Memorial Patron badges.

Admission and parking are free. The Junior Golf Clinic benefits the Central Ohio Junior Golf Association, Fore Hope, The First Tee and Mid-Ohio Food Bank.

The Memorial's Clubhouse Kids Website (www.memorialclubhousekids.com) is designed to keep kids engaged in golf beyond the Memorial Tournament "season". The site is fun and educational, containing interactive pages and links including: facts about 2006 Memorial winner Carl Pettersson; a *Creation Cyberstation* with printable coloring pages and games; and a members only *Locker Room* full of interactive games, e-cards, golf tips, etiquette, and more. Additionally, children have the option of becoming a Clubhouse Kids member, where they will receive an official member certificate, logoed merchandise, a user name and password for the *Locker Room*, and special opportunities for Clubhouse Kids contests.

The Memorial's Clubhouse Kids Golf Tour 2007 Schedule

School District	School Name	Date	Time
Columbus Public	Hamilton Elementary	April 2	9:30AM - 12:30PM 1:00PM - 3:30PM
Upper Arlington Schools	Wickliffe Progressive Community School	April 3	12:05PM - 2:50PM
		April 4	9:00AM - 11:05AM
Columbus Public	Parsons Elementary	April 4	1:00PM - 3:00PM
		April 5	9:40AM - 11:40AM
Westfall	Westfall Elementary	April 16	9:20AM - 2:25PM
Westerville	Alcott Elementary	April 17	9:15AM - 12:10PM 1:05PM - 3:15PM
Private	The Wellington School	April 19	8:15AM - 12:00PM
		April 26	8:15AM - 12:00PM
Worthington	Worthington Estates Elementary	April 24	8:25AM - 11:40AM
		April 25	8:25AM - 11:40AM
Olentangy	Indian Springs Elementary	April 27	9:10AM - 12:05PM 1:15PM - 3:35PM
Dublin	Wright Elementary	April 30	9:15AM - 3:30PM

The Memorial Tournament is held annually at Muirfield Village Golf Club in Dublin, Ohio, a suburb of Columbus. The Tournament, which was founded and is 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 our website at www.thememorialtournament.com.