

PRESS RELEASE



Colonial Country Club
Tournament Dates:
May 20 - 26, 2019



Colonial's Birdies Campaign Drives \$14.8 Million Year for Local Charities

Fort Worth, Texas - October 30, 2018 - Another record-breaking Birdies for Charity campaign has driven charity impact from the 2018 Fort Worth Invitational past the \$14 million mark for the first time. Leading up to the 2018 PGA TOUR event at Colonial Country Club, local non-profit groups worked hard to secure pledges from friends and businesses for the tournament's annual "Birdies For Charity" campaign. Then the pros did their part by making 1,396 birdies during the championship. The combined effort resulted in just over \$13.8 million being raised for local organizations from the tournament's Birdies For Charity campaign alone.

The dollars realized from this Birdies campaign are a major part of the larger final figure of \$14.8 million generated for charities throughout this year from various tournament community service activities and initiatives. On Thursday, Colonial and 32 charities gathered to celebrate the Birdies program's success. In 2019, the tournament will be called the Charles Schwab Challenge.

"It is with great pride that we are able to support such important charity work in the Tarrant County area," declared Colonial Tournament Chairman Rob Hood. "This was a big reason why the Fort Worth community came together this year to keep our tournament going. This component of our event cannot be overstated."

The 72-year-old championship has generated cash and services for more than 150 different organizations in the last two decades surpassing \$115 million. The breadth of donations focus on children and support a variety of programs, including camp scholarships for disabled, special needs or low-income children, residency programs/services for abused, neglected and at-risk children, cultural programs/field trips for underserved students, college scholarships, educational mentoring programs, medical diagnostic and treatment services for disabled and low-income children, after-school programs, support services for homeless families and more.

Military related charities have also become a growing part of the tournament's activities, including Military Warriors Support Foundation and Birdies for the Brave. Colonial has helped donate 14 homes to injured veterans in recent years.

"Leveraging our annual event in the name of community service is a vital part of our mission," said Colonial President Rob Doby. "We are thankful to the many individuals and businesses who support our efforts and help us generate dollars for these community charities."

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Of the PGA TOUR events staging Birdies For Charity campaigns, Colonial's \$13.8 million figure this year is one of the largest on TOUR, and the most ever for Colonial. Since the program's inception locally in 2005, the annual Birdies campaign has generated more than \$86 million for participating charities. Thirty-two local non-profit organizations and their volunteers led the Birdies For Charity to success.

These groups are:

ACH Child and Family Services
All Saints Health Foundation
Alliance for Children
Boys & Girls Clubs of Tarrant County
Camp Fire USA First Texas Council
Cancer Care Services
CASA of Tarrant County
Cassata High School
Child Study Center
Communities in Schools of Tarrant County
Community Storehouse
Cornerstone Assistance Network
The First Tee of Fort Worth
Fort Worth Museum of Science & History
Gill Children's Services
Happy Hill Farm Academy

HOPE Farm, Inc.
Imagination Fort Worth
Kids Who Care
Lena Pope
Lighthouse for the Blind
Presbyterian Night Shelter
Recovery Resource Council
Ronald McDonald House
SafeHaven of Tarrant County
Susan G. Komen Greater Fort Worth
Texas Health Resources Foundation
Texas Wesleyan University
The WARM Place
A Wish With Wings
YMCA of Metropolitan Fort Worth
Youth Orchestra of Greater Fort Worth