



PGA



• MEDIA ADVISORY •

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U.S. Ryder Cup Team Check Presentation for Play Golf America University  
**Jeff Overton donates \$50,000 to Indiana University**

The **Indiana** PGA Section will make a presentation on behalf of Jeff Overton, School of Health, Physical Education, and Recreation (HPER) alumnus, to Indiana University to support its Play Golf America University program. As part of the 2010 Ryder Cup Outreach Program, **\$50,000** is being donated to Indiana University. Play Golf America University is a PGA of America college and university golf program, designed to teach and engage students in the game of golf through PGA Professional instruction and other golf programs.

In 2010, the U.S. Ryder Cup Team and Captain Corey Pavin made a \$2.6 million donation in support of charities and the launch of the Ryder Cup Junior Golf Academy, including a \$650,000 donation to Play Golf America University programs.

Since its inception, The PGA of America has distributed more than \$6.7 million to 50 participating colleges and universities throughout the United States on behalf of members of the U.S. Ryder Cup Teams as a means to support this initiative. To date, PGA Professionals have provided instruction to more than 29,000 college students through this program.

**WHO:** Mike Mayer, Head Coach, IU Men's Golf  
Bob Kessler, Dept. of Kinesiology, Program Coordinator  
Jeff Overton, PGA Tour Professional, 2010 Ryder Cup member, IU Alumnus

**WHAT:** Ryder Cup Team Check Presentation at Indiana University for Play Golf America University program

**WHERE:** Indiana University  
Assembly Hall  
IU vs. Kentucky Basketball Game  
Bloomington, IN 47405

**WHEN:** 12-10-2011, Saturday, Halftime---IU/Kentucky Basketball Game

**OTHER NOTES:**

- Since the Ryder Cup Outreach Program began in 1999, more than \$15 million has been donated on behalf of the Ryder Cup team and captain. Since 1999, and covering a total of six U.S. Ryder Cup Teams and captains, a total of 149 player-designated charities and 50 colleges and universities have received funding from the Ryder Cup Outreach Program.
- Each 2010 U.S. Ryder Cup Team participant, as well as U.S. Ryder Cup Team Captain Corey Pavin, contributed \$100,000 to the charity of their choice; \$50,000 to the college/university of their choice for Play Golf America University programming; and \$50,000 to the Ryder Cup Junior Golf Academy, which is scheduled for a summer launch in 2011 to benefit aspiring junior golfers who otherwise would not have the opportunity to receive PGA Professional instruction.
- Established as a comprehensive marketing campaign in 2004, Play Golf America has evolved into a multi-dimensional initiative, including various programs, resources, and educational tools as well as a marketing campaign to increase participation among new and existing golfers. It has received continued support from Executive Women's Golf Association, Golf Range Owners Association of America, Golf Course Superintendents Association of America, National Recreation and Park Association, Golf Course Builders Association, the International Association of Golf Administrators, and The First Tee.

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