

# USA NETWORK & PGA TOUR TEAM UP AGAIN FOR YOUTH CLINICS

## NEARLY 10,000 YOUTHS IN 18 STATES EXPECTED TO PARTICIPATE IN TOURNAMENT MARKETS

**New York, January 6, 2004** – What started out with three youth golf clinics in the summer of 2002 has evolved into a program that enters its third year of existence with over 10,000 youths being introduced to the game of golf through the **PGA TOUR/USA Youth Golf Clinics**. The clinics attracted over 10,000 youths last year and again will be held in conjunction with 29 PGA TOUR tournament markets this year.

Beginning at the **Bob Hope Chrysler Classic** (January 12), the PGA TOUR/USA Network Youth Golf Clinics are designed to introduce young people ages 7-17 to golf through access to facilities, equipment and instruction. They also teach the positive values of golf, such as honesty and sportsmanship. Also included in the experience is the opportunity to attend a PGA TOUR event and participate in a clinic conducted by PGA TOUR members.

The PGA TOUR/USA Youth Golf Clinics include a minimum of 7½ hours of instruction with each participating youth receiving a golf shirt, golf balls and hat. Each day, participants will learn and practice the fundamentals of the game of golf. The final clinic includes a golf challenge competition, graduation ceremony, food and beverages, as well as awarding trophies and certificates. Additionally, several participants will receive a "golf scholarship" to continue their golf instruction, and all participants receive mini-sets of golf clubs.

Clinics will be conducted adjacent to the following PGA TOUR events: **Bob Hope Chrysler Classic, FBR Open, AT&T Pebble Beach National Pro-Am, Buick Invitational, Nissan Open, Chrysler Classic of Tucson, Ford Championship, The Honda Classic, Bay Hill Invitational presented by MasterCard, BellSouth Classic, MCI Heritage, Shell Houston Open, HP Classic of New Orleans, Wachovia Championship, EDS Byron Nelson Championship, Bank of America Colonial, FedEx St. Jude Classic, Buick Classic, Booz Allen Open, Cialis Western Open, John Deere Classic, B.C. Open, Greater Milwaukee Open, Buick Open, The INTERNATIONAL presented by Qwest, Buick Championship, Deutsche Bank US Championship, Chrysler Classic of Greensboro and Chrysler Championship.**

The Multicultural Golf Association of America (MGAA), The World Golf Foundation's The First Tee program, and The PGA of America will help the PGA TOUR and USA Network facilitate the clinics.

The MGAA has been conducting clinics for more than 10 years. The clinics are focused not only on introducing and teaching the game of golf, but also teaching life skills, such as self-discipline, academic achievement and self-reliance. The First Tee program's initiative is dedicated to providing young people of all backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity, sportsmanship and respect. The PGA of America, founded in 1916, is a not-for-profit organization that promotes the game of golf while continuing to enhance the standards of the profession.

The PGA TOUR is a tax-exempt membership organization of professional golfers. In addition to providing competitive opportunities for its membership, TOUR events also generate significant sums of money for charity. TOUR events have raised approximately \$820 million for charity since 1938, the first year such records were kept. The PGA TOUR's web site address is [www.pgatour.com](http://www.pgatour.com)

USA Network is cable television's leading provider of original series and feature movies, sports events, off-net television shows and blockbuster theatrical films. USA Network is available in 82% of all U.S. homes, and is seen in 86 million U.S. homes. The USA Network Web site is located at [www.usanetwork.com](http://www.usanetwork.com).

USA Network is a program service of Universal Television Networks, part of the Universal Television Group ([www.universalstudios.com](http://www.universalstudios.com)), a division of Vivendi Universal Entertainment (VUE), the U.S.-based film, television and recreation entity of Vivendi Universal, a global media and communications group.

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## *2004 PGA TOUR/USA Network Youth Golf Clinics*

### **Background**

In conjunction with the PGA TOUR, USA Network is sponsoring a grassroots initiative to introduce kids to the game of golf who otherwise may not have the opportunity to experience the sport. Beginning in 2002 with three youth programs, the PGA TOUR/USA Network initiative has expanded in 2004 to include over **29 events** - coinciding with USA's PGA TOUR broadcast schedule.

### **Goals:**

- Introduce multi-cultural youth to the sport of golf and to provide them access
- Implement effective continuity clinics to teach and reinforce kids' interest in the sport
- Develop a national USA/TOUR branded youth outreach platform for 2003 and beyond
- Tie-in local cable affiliates to enhance promotional and cause related PR messaging

### **Implementation:**

#### 5-week Youth Clinic

- Prior Tuesday Exhibition & Clinic kick-off with tournament player(s)
- 300 to 330 Kids (7-17 years old) recruited per location residing from within a 30 mile radius
- Approximately 8700 total for 2003
- Clinics will conclude with graduation ceremony; kids to receive certificates and awards
- Administered by the MGAA (Multi-Cultural Golf Association)

#### Program Benefits

- Community Relations
  - Association with a high-profile community initiative helping children
  - Affiliate name and logo inclusion in all local press efforts generated by USA Network and the PGA TOUR
- Marketing
  - Cause related marketing opportunity and association with premier events

### **About the MGAA:**

Organizational Mission: To make golf available and accessible to all deserving youth with the belief that learning the game of golf leads to positive character development, self-discipline, academic achievement and self-reliance.

- Established in 1991
- President and Founder: John David
- Reached over 100,000 children in 38 states through 200+ youth clinics
- Caribbean affiliations in Puerto Rico, Jamaica, St. Lucia
- Previous PGA Tour youth clinics include:
  - *NEC World Series of Golf* – '96
  - *Canon Greater Hartford Open* – '97
  - *PGA Senior Tour Championship* – '98
  - *PGA Championship* – '98
  - Participating pros and golf personalities have included Jack Nicklaus, Jim McGovern, John Hubert, Earl Woods and Rudy Duran.



**Junior Golf Program Facilitated by the Multicultural Golf Association of America**

***Fact Sheet -- Nissan Open***

1. Five Week after school junior golf program starting February 9th, 2004 and running until March 12th, 2004.
2. Program will include a one-day exhibition at Chester Washington Golf Course.  
**February 17<sup>th</sup>, 2004 @ 3:30 PM**
3. Program will handle up to 300 kids that are *new* to the sport of golf.
4. Program will handle up to 60 kids a day for five days a week.
5. Final week of program starting March 8th will consist of MGAA drive, pitch and putt contest.
6. Each day's program is to last at least an hour and a half.
7. At the end of program MGAA will hand out two (2) \$500.00 scholarships to be used on child's continuing golf training. One boy and one girl will be chosen, out of the total 300 kids.
8. Participating organization is responsible for youth's transportation to clinics and youth day at Tournament Site.

Clinic sites will be:           Chester Washington Golf Course  
  1930 W. 120<sup>th</sup> Street  
  Los Angeles, CA 90047

Input kids information in the online database at:

[www.mgaagolf.org/yc/mgaa-login.php](http://www.mgaagolf.org/yc/mgaa-login.php)

*Clinic name:* Nissan   *Password:* 0218

Questions concerning this program should be addressed to:

Paul David – (716) 836-4345 or Cell (240) 605-3306

Marty Taglioni – (631) 288-8255           *Main Office*



## WAIVER & RELEASE OF LIABILITY

In consideration of my minor child being permitted to participate in the golf clinic (the "Clinic") operated and sponsored by PGA TOUR, Inc. ("TOUR"), MGAA, Inc. ("MGAA") and USA Network in connection with **Chester Washington Golf Course** & Feb. 9th - Mar. 12, 2004, the undersigned, who is not an employee or member of TOUR, MGAA, USA Network, or any of their affiliates, sponsors agents, acknowledge and understand that:

1. I voluntarily and of my own free will elect to allow my child to participate in the Clinic .
2. I understand that there are certain risks and hazards involved in participating in golf that may result in injury or death to my minor child or other participants, including, but not limited to, those hazards associated with weather conditions, playing conditions, equipment and other participants.
3. I agree and warrant and will instruct my child that, if at any time my child believes conditions to be unsafe, to immediately discontinue further participation in the Clinic.
4. I voluntarily elect to accept and assume all risks of injury incurred or suffered by my child while participating in the Clinic or while on or upon the premises of **Chester Washington** Golf Course.

In consideration of the opportunity to participate in the Clinic, I hereby now and forever release and discharge TOUR, PGA TOUR Golf Course Properties, Inc., MGAA and USA Network and their respective directors, officers, shareholders, employees, agents, representatives, affiliates, successors and assigns (collectively referred to as the "Releasees") from and against any and all claims, demands, actions, suits, liabilities, losses and damages (together with all costs and expenses relating thereto, including, without limitation, court costs and attorneys' fees) regardless of fault, at law or in equity, known or unknown, whether accrued or thereafter maturing (collectively, "Claims"), which I or my child, or either of our personal representatives, assigns, heirs or next of kin have, or hereafter have or claim to have had, against Releasee related, in connection with or arising out of my child's participation in the Clinic. I agree to assume all risks associated with my child's involvement in the Clinic. Further, I agree not to sue the Releasees for any claim, damages, costs or causes of action which I or my child have or may have in the future as a result of injuries or damages, sustained or incurred by me or my child, from whatever cause, including, but not limited to, the negligence of the Releasees.

I hereby consent to any publicity, including use of my child's name and likeness, in connection with the Clinic.

I HAVE READ THE ABOVE WAIVER AND RELEASE OF LIABILITY AND FULLY UNDERSTAND ITS CONTENT, UNDERSTAND THAT I AND MY CHILD HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING IT, HAVE SIGNED IT FREELY AND WITHOUT ANY INDUCEMENT OR ASSURANCE OF ANY NATURE, INTEND IT TO BE A COMPLETE AND UNCONDITIONAL RELEASE OF ALL LIABILITY TO THE GREATEST EXTENT ALLOWED BY LAW, AND AGREE THAT IF ANY PORTION OF THIS AGREEMENT IS HELD TO BE INVALID, THE BALANCE, NOTWITHSTANDING, SHALL CONTINUE IN FULL FORCE AND EFFECT.

Accepted and agreed, this \_\_\_\_\_ day of \_\_\_\_\_, 2003.

\_\_\_\_\_  
*Printed Name of Minor*

\_\_\_\_\_  
*Signature of Parent/Legal Guardian*

\_\_\_\_\_  
*Printed Name of Parent/Legal Guardian &  
Relationship to Minor*

\_\_\_\_\_  
*Address*

\_\_\_\_\_  
*City, State, Zip*

\_\_\_\_\_  
*Telephone*

WITNESSED BY:

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Printed Name*

**Circle one:**

1. Age      7 8 9 10 11 12 13 14 15 16 17
2. Height of child: \_\_\_\_\_
3. Male or Female
4. Left Handed or Right Handed
5. *Shirt size* YTH SM, YTH LG, ADULT SM, ADULT MED, ADULT LG, ADULT XL

***In case of emergency, please contact:***

Name: \_\_\_\_\_

Phone No.: \_\_\_\_\_

*or*

Name: \_\_\_\_\_

Phone No.: \_\_\_\_\_





**About the MGAA (Facilitating Organization):**

**Organizational Mission:** To make golf available and accessible to all deserving youth with the belief that learning the game of golf leads to positive character development, self-discipline, academic achievement and self-reliance

The PGA TOUR/ USA Network Youth Golf Clinics are designed to introduce youngsters to golf and provide them access to the game, facilities, equipment and instruction. Each clinic is setup to accommodate 300 to 330 kids (7-17 years-old) residing within a 30-mile radius of the PGA TOUR Event locale.

The Program will handle up to 60+ kids a day for five days a week, for a total upwards of 330 youths.

It is our understanding that your organization \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_ E-Mail \_\_\_\_\_

Will bring \_\_\_\_\_ kids on \_\_\_\_\_ (Mondays)  
\_\_\_\_\_ (Tuesdays)  
\_\_\_\_\_ (Wednesdays)  
\_\_\_\_\_ (Thursdays)  
\_\_\_\_\_ (Fridays)

For a total of \_\_\_\_\_ Youths

Name \_\_\_\_\_ Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

***Please Fax back to: MGAA @ (716) 836-4345 or (631) 288-5734***