



For Immediate Release

Contact: Mercede New ♦ 904.623.8023 ♦ mercede@caregivegrow.org

The McKenzie Noelle Wilson Foundation Provides Local Students an Extraordinary Opportunity To Be Part of THE PLAYERS Championship

May 6, 2013 – Jacksonville, FL – The McKenzie Noelle Wilson Foundation is partnering with THE PLAYERS Championship to give students an opportunity to experience this year’s championship in an extraordinary way.

Eighty local students who attend after-school programs at McKenzie’s Academic Resource Centers will take an all-day field trip to THE PLAYERS Championship on Wednesday, May 8. Students will participate in a scavenger hunt around THE PLAYERS Stadium Course, where they will learn about golf, the unique challenges posed by each hole and the incredible history of the championship. They will also meet 2005 PLAYERS champion and local resident Fred Funk during a 30-minute clinic about the opportunities for success that golf offers. Following a lunch provided by The McKenzie Noelle Wilson Foundation, students will enjoy games and activities inside the newly expanded Kid Zone, which was renamed The McKenzie Noelle Wilson Foundation Kid Zone this year.

“We are very excited to be able to provide students the opportunity to experience an event so rich in history,” said Blake Wilson, CEO of The McKenzie Noelle Wilson Foundation. “Many of these students haven’t had a lot of exposure to golf, and the chance to visit THE PLAYERS Stadium Course at TPC is really special. By coming to the tournament and participating in the activities we have planned, these young people will have the opportunity to visit one of the highest caliber courses in the country while learning more about values such as respect and perseverance through the game of golf.”

The Kid Zone at THE PLAYERS Championship, open May 8-12, has undergone major enhancements for this year's tournament. Presented in partnership by PGA TOUR and The McKenzie Noelle Wilson Foundation, the Kid Zone is a unique venue for children and families that features a putt-putt golf course, arts and crafts, face-painting, an inflatable obstacle course, an ultimate "GameTruck" and a misting tent to cool down. The Foundation also will provide extensive information about its youth programs and volunteering opportunities. For more information about the Kid Zone at THE PLAYERS Championship, go to www.PGATOUR.COM/THEPLAYERS.

About The McKenzie Noelle Wilson Foundation

The McKenzie Noelle Wilson Foundation is a 501(c)(3) nonprofit organization established in memory of McKenzie Wilson who passed away in 2010. The Foundation's mission is to help young people recognize their full potential by providing programs that encourage caring for others, giving to those-in-need, and growing in their own spirituality. The Foundation helps young people recognize their full potential through local and global outreach efforts. Locally, the Foundation operates McKenzie's Academic Resource Centers where free mentoring, tutoring and academic programs are provided to students living in two Jacksonville communities. Globally, the Foundation has funded the building of three orphanages in Uganda, Africa to house, care for and educate over 40 children. For more information about the Foundation or to see how you can help, visit www.caregivegrow.org.

About THE PLAYERS Championship

THE PLAYERS Championship annually combines the best field in golf with the world-class venue that is THE PLAYERS Stadium Course at TPC Sawgrass. PwC is the exclusive Proud Partner of THE PLAYERS. Proceeds from THE PLAYERS benefit Northeast Florida charities and have totaled more than \$52.8 million since the event moved to Ponte Vedra Beach in 1977, including a record \$6.5 million donation in 2012. In April 2011, THE PLAYERS announced a new charitable focus, committing to generate \$50 million for youth-related charities over the next 10 years. For more on THE PLAYERS and the surrounding area, visit www.PGATOUR.COM/theplayers or www.floridashistoriccoast.com.