



FOR IMMEDIATE RELEASE:

March 29, 2011

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THE FIRST TEE OF PHOENIX TO HOST ULTIMATE GOLF FEST 2011

PHOENIX, Ariz. – The First Tee of Phoenix Executive Director, Hugh Smith, announced today the 2011 Ultimate Golf Fest will take place Saturday, April 2. An action-packed day complete with a golf equipment demo session, a trick shot show, junior golf clinics, lunch, FREE golf and more will be held at The First Tee of Phoenix South Mountain Facility (9510 South 7th Street, Phoenix, AZ 85042) and the driving range at Vistal Golf Course (across the street).

The event is free and open to anybody that would like to attend, but it is geared to kids between the ages of seven and 17. Upon arriving, those in attendance will each receive a free shirt, free golf instruction (with the help of the Southwest Section of PGA, ASU PGM program, Grand Canyon University and the Golf Academy of America), complimentary food (courtesy of Honey Bears BBQ), inflatable bouncers, cotton candy, face painting, popcorn and complimentary golf on the Tom Fazio designed par-3 course at The First Tee of Phoenix.

“Last year we had more than 400 youth and families in attendance,” said Smith. “There was plenty of fun and excitement for everyone who came. We can’t thank our sponsors enough for their support of The First Tee of Phoenix.”

The event kicks off at 8 a.m. with a golf equipment demo session lasting about three hours, followed by Peter Longo’s “King of Clubs” Trick Shot Show at 11a.m. Immediately following the trick shot show the kids are invited to take part in an hour-long junior golf clinic, followed by an open house at The First Tee facility that will include complimentary lunch, games and golf.

The First Tee of Phoenix is a 501(c)(3) non-profit organization created for the purpose of providing affordable access to golf and golf learning facilities for young people in Maricopa County from all walks of life - particularly those who otherwise might not have an opportunity to play. It was designed to serve as a place for participants to learn valuable life skills and character lessons through creative activities and instructional programs that incorporate the fundamental teachings of golf. For more information on The First Tee of Phoenix call 602.305.7655 or log on to their website at www.thefirsttee phoenix.org.