



presented by **BB&T**



VALSPAR CHAMPIONSHIP PRESENTED BY BB&T BEGINS COMMUNITY DRIVERS PROGRAM

The Valspar Championship presented by BB&T has a long history of generating funds for charity with more than \$32 million raised for worthy Tampa Bay area groups in tournament history. Now, the tournament is taking its community engagement to an even higher level, in conjunction with the Tampa Bay *Times*, with the introduction of its Community Drivers program.

Six times each year, the Valspar Championship will identify an area organization or individual that is doing outstanding charity work in the Tampa Bay area – a leading driver for a better community.

Each Community Driver will receive a cash donation of at least \$20,000. In addition, Valspar will donate the paint and tournament volunteers will provide the personnel for a painting project that benefits the group or individual selected.

In addition, each Community Driver will be recognized in a quarter-page advertisement in the Tampa Bay *Times*.

“The Valspar Corporation has a perfect product for an in-kind donation to almost any Community Driver,” says Tournament Director Tracy West. “Hospital wards, homes, offices all can be brightened with a fresh coat of paint. Plus, we will make a significant donation to enhance their on-going work in the community. In addition, we hope that by shining some attention on the group or individual through the program via our social and other media, we can encourage further donations. We are very excited about identifying the most dynamic and productive charities in our community and giving them a helping hand.”

The first Community Driver will be The First Tee of Tampa Bay with a check being presented to executive director Ian Baxter on Friday morning at 7:30 at the Courtside Grille in Feather Sound.

Officially formed in 1991 as Urban Junior Golf, The First Tee of Tampa Bay now provides tens of thousands of children each year with hands-on, interactive golf experiences along with introducing them to The First Tee’s Nine Core Values, Nine Healthy Habits and Life Skills Experience. A program branch of the Tampa Metropolitan Area YMCA, The First Tee of Tampa Bay also partners with community members such as the Tampa Sports Authority, youth agencies, schools and several golf courses throughout the Tampa area to offer year-round programming for its members.

The donation by the Valspar Championship through the Community Drivers program will provide full camp scholarships for 150 youngsters.