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## First Tee of Central Coast Teen Selected to Compete in PGA TOUR Champions PURE Insurance Championship Impacting The First Tee

*Claire Alford heads to Pebble Beach this September*



**Santa Maria, CA (July 3, 2019)** – First Tee and PGA TOUR Champions announced today Claire Alford will represent the First Tee of Central Coast when she competes in the [2019 PURE Insurance Championship Impacting The First Tee](#), an official PGA TOUR Champions event to be contested at Pebble Beach Golf Links and Poppy Hills Golf Course in Pebble Beach, California, September 24-29. The 16<sup>th</sup> annual event, which is hosted by the Monterey Peninsula Foundation, will be televised internationally on Golf Channel.

The PURE Insurance Championship Impacting The First Tee is the only event of its kind where 78 First Tee teenagers from across the country are paired up with 78 PGA TOUR Champions players and 156 amateurs during an official PGA TOUR Champions tournament. Alford will compete for the Pro-Junior Team title. She will join 77 other participants from First Tee chapters across the country. Participants were selected by a national panel of judges based on their understanding and application of the values and life skills learned through First Tee's programs, as well as their playing ability.

The [full junior field](#) was revealed live on Golf Channel's "Morning Drive" today, including a video of World Golf Hall of Fame Member Jack Nicklaus surprising one of the First Tee participants. Other surprises by PGA TOUR players and Golf Channel hosts had been recorded over the last month and aired today as part of the PURE Insurance Championship announcement.

This year's field of professionals will include World Golf Hall of Fame Members Bernhard Langer, Mark O'Meara, Vijay Singh and Retief Goosen, as well as defending champion and recent KitchenAid Senior PGA Championship winner Ken Tanigawa. Clint Eastwood serves as chairman of the PURE Insurance Championship.

Play will be conducted on Pebble Beach Golf Links and Poppy Hills Golf Course on Friday and Saturday, with the final round contested solely at Pebble Beach Golf Links on Sunday, where 23 First Tee juniors will compete based on their 36-hole performance. The tournament will crown one male and one female First Tee Junior Champion on Sunday.

"We are proud to continue our involvement with this prestigious event and help support the great work of the Monterey Peninsula Foundation and First Tee," said Katherine Frattarola, Chief Marketing Officer of

the PURE Group of Insurance Companies. "The impact this event has on the incredible young men and women from the First Tee makes this sponsorship tremendously rewarding for our entire team."

Alford, 16, will be a junior this Fall at Righetti High School in Santa Maria, CA. and has been active in The First Tee Central Coast for over five years. She participates and volunteers at our Blacklake First Tee site. Claire is also the Captain of her High School Varsity Golf Team. Claire is the president of The Culture, Community and Cuisine Club at Righetti High School. This is a club that provides health services and community to disadvantaged children in the Central Coast community. Another of Claire's volunteer achievements was revitalizing a community garden in Casmalia, CA and creating a safe and educational place for children to enjoy and learn. Claire was the leader for this project and interacted with local businesses to secure donations to rebuild and redesign the garden.

*"Congratulations to the 78 participants who have been selected to play and represent First Tee on a national stage," said First Tee President Greg McLaughlin. "Their hard work and commitment to academic, social and emotional development through our programs has secured this opportunity. Thank you to our partners – PURE Insurance, PGA TOUR Champions, Pebble Beach Resorts, Poppy Hills Golf Course, Monterey Peninsula Foundation and Golf Channel – for their commitment to young people and helping us provide this opportunity to these deserving teens."*

*"I am incredibly grateful to be chosen for this event. I am excited to gain life experience and learn from the Champions Tour Players. Also, I look forward to playing competitive golf against like-minded juniors that enjoy positively impacting their communities as well." – Claire Alford*

Nearly 1,000 teens from First Tee have played in the PURE Insurance Championship, experiencing the once-in-a-lifetime opportunity to meet, play and be mentored by PGA TOUR Champions players and amateurs in the field.

First Tee is a youth development organization dedicated to helping young people build character through the game of golf. First Tee of Central Coast is one of 150 chapters around the world introducing the sport of golf and First Tee's Core Values to kids, positively impacting their lives. Serving the Central Coast Communities since 2002 thousands of kids have been impacted through the First Tee of Central Coast's programs.

To learn more about First Tee of Central Coast visit [www.TFTCC.org](http://www.TFTCC.org). For more information on the 2019 PURE Insurance Championship, visit [www.pureinsurancechampionship.com](http://www.pureinsurancechampionship.com). For more information on Claire Alford to request an interview or photos, contact Jessani Johnson at [Jessani.thefirsttee@gmail.com](mailto:Jessani.thefirsttee@gmail.com).

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### **About First Tee of Central Coast**

Central Coast Junior Golf, Inc. organized as a 501c(3) not-for-profit organization in September of 1999 and began doing business as The First Tee Central Coast in October 2002. The organization was created to become a The First Tee Chapter and bring the Life Skills Experience to communities in San Luis Obispo and Santa Barbara counties.

The First Tee organization provides affordable access to golf and strives to instill in young people ages 5 to 18 life enhancing values such as honesty, integrity, sportsmanship, and respect. The idea is to offer opportunities for improvement in the quality of life and create a platform where children can make good and healthy choices to increase their potential for success.

The World Golf Foundation recognized the need for this type of educational youth organization when The First Tee was announced in November 1997. Since it's inception, The First Tee has had the active support of five of the world's leading golf organizations – the United States Golf Association, PGA Tour, LPGA Tour, PGA of America, and Augusta National Golf Club. Additionally, The First Tee has garnered

the unprecedented support of the golf industry including cities and counties that have donated land for the purpose of creating The First Tee golf-learning facilities.

The First Tee Central Coast has steadily grown. The impact of The First Tee is assured because of the extraordinary commitment of the Chapter volunteers and staff combined with the local businesses and political leaders in each community who have embraced The First Tee.

The First Tee Central Coast currently operates after school programming and serves over 2400 young people at thirteen locations: Paso Golf Club in Paso Robles, Santa Barbara Golf Club in Santa Barbara, Santa Maria CC in Santa Maria, Vandenberg AFB and La Purisima in Lompoc, Alisal River Course in Solvang, Laguna Lakes and Dairy Creek Golf Courses in San Luis Obispo, Sea Pines Golf Resort in Los Osos, Blacklake Golf Resort and Monarch Dunes GC in Nipomo, Morro Bay GC in Morro Bay, and Saticoy CC in Ventura.

We are also supporting The National Schools Program, which takes The First Tee Life Skills into the elementary schools. We are now doing programming in Carpinteria, Santa Barbara, Goleta, Santa Ynez, Orcutt, Lucia Mar, and San Luis Coastal school districts. There are currently over 40,000 young people being served in these schools.

### **About Monterey Peninsula Foundation**

Monterey Peninsula Foundation is a 501 (c)(3) nonprofit organization which donates funds from the proceeds of the AT&T Pebble Beach Pro-Am on the PGA TOUR and the PURE Insurance Championship Impacting The First Tee, a PGA TOUR Champions tournament. The Foundation focuses on improving the quality of life in Monterey, Santa Cruz, and San Benito counties.

[www.attpbgolf.com](http://www.attpbgolf.com)

[www.pureinsurancechampionship.com](http://www.pureinsurancechampionship.com)

### **About PURE**

Privilege Underwriters Reciprocal Exchange (PURE) is a member-owned reciprocal insurer dedicated to creating an exceptional experience for responsible high net worth individuals and families. PURE provides customizable coverage for high-value homes, automobiles, jewelry, art, personal liability, watercraft, flood, fraud and cyber fraud to more than 75,000 responsible, high net worth families throughout the U.S. Inspired by some of the finest policyholder-owned companies, PURE emphasizes alignment of interests and transparency. PURE's low cost of capital, careful member selection and proactive risk management all contribute to highly competitive rates. In return for a fee, PURE Risk Management, LLC acts as Attorney-in-Fact for PURE. PURE membership is subject to an executed Subscriber's Agreement & Power of Attorney. For more information or to find a local broker, visit [pureinsurance.com](http://pureinsurance.com). You can follow PURE on Facebook, Twitter, LinkedIn and Instagram.

### **About PGA TOUR Champions**

PGA TOUR Champions is a membership organization of professional golfers age 50 and older, including 35 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. In 2019, the PGA TOUR Champions schedule includes 27 tournaments across the United States, Scotland and Canada, with purses totaling more than \$56 million. The Charles Schwab Cup, which includes the Regular Season and the Charles Schwab Cup Playoffs, is used to determine the season-long champion. All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, telecasts air in excess of 190 countries and territories, reaching more than 350 million potential households. Follow PGA TOUR Champions online at [PGATOUR.com](http://PGATOUR.com), at [facebook.com/PGATOURChampions](https://facebook.com/PGATOURChampions), on Twitter @ChampionsTour and on Instagram @championstour.