

**MEDIA CONTACTS:**

Jessani Johnson  
Jessani.thefirsttee@gmail.com  
(805) 637-5042

**FOR IMMEDIATE RELEASE**



**First Tee — Central Coast Teens Selected for PGA TOUR Champions' PURE Insurance Championship Impacting the First Tee at Pebble Beach**



*(Ben Feldman)*



*(Jacob Zakaria)*

*Ben Feldman and Jacob Zakaria head to Pebble Beach this September*

First Tee and PGA TOUR Champions announced today Ben and Jacob will represent First Tee — Central Coast when they compete in the [2021 PURE Insurance Championship Impacting the First Tee](#). The event, in its 18th year, will bring teens from First Tee chapters to Pebble Beach Golf Links and Spyglass Hill Golf Course for the PGA TOUR Champions tournament, Sept. 20–26. The annual event, hosted by the Monterey Peninsula Foundation, is televised nationally on Golf Channel.

Ben recently graduated from Arroyo Grande High School and plans to attend UC Davis this Fall. Ben has been with our First Tee chapter for 13 years. Jacob will be a senior this year at San Luis Obispo High School and has been a First Tee participant since he was six years old. Both Ben and Jacob played on the Varsity Golf Teams for their respective High Schools and both have been First Tee Junior Mentor Coaches positively impacting the youth of our First Tee programs on the central coast.

Throughout the week the teens apply the life and leadership skills learned from First Tee programs during the one-of-a-kind event where they are paired with a PGA TOUR Champions player and amateurs from the business world. Ben and Jacob will compete for the Pro-Junior Team title. They will join 79 other teens from First Tee chapters across the country and for the first time a participant from First Tee – Morocco will be in the field. Participants were selected by a national panel of judges based on their personal growth 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 "Golf Today." The reveal included surprises with PGA TOUR Commissioner Jay Monahan, PGA TOUR player Ryan Palmer, Korn Ferry Tour player Austin Smotherman and Golf Channel hosts Shane Bacon and Damon Hack that had been recorded over the last month and aired as part of the PURE Insurance Championship junior field announcement.

"Congratulations to Ben Feldman and Jacob Zakaria who have been selected to play and represent First Tee – Central Coast on a national stage," said Greg McLaughlin, First Tee CEO. " Their hard work and commitment to academic and personal growth through our programs has secured this opportunity. Thank you to our partners - PURE Insurance, PGA TOUR Champions, Pebble Beach Resorts, Monterey Peninsula Foundation and Golf Channel - for their commitment to young people and helping us provide this opportunity to these deserving teens."

This year's field of PGA TOUR Champions players will feature World Golf Hall of Fame Members Bernhard Langer, Mark O'Meara, Vijay Singh, as well as three-time PURE Insurance Championship winners Kirk Triplett and Jeff Sluman. Clint Eastwood serves as chairman of the PURE Insurance Championship.

Play will be conducted on Pebble Beach Golf Links and Spyglass Hill Golf Course on Friday and Saturday. The final round will be 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.

More than 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.

"We are proud to be a part of this incredible event and the support it provides to the many deserving young men and women from the First Tee," said Katie Krum, Chief Marketing Officer of the PURE Group of Insurance Companies. "My participation in sports

throughout my youth helped shape so much of who I am today, personally and professionally so it's energizing to be part of an organization that sees this value and an event that supports such a worthy cause."

First Tee is a youth development organization that teaches life skills and helps kids and teens build their strength of character through golf. The PURE Insurance Championship is one of several national opportunities provided by First Tee Headquarters to encourage and motivate participants as they progress through the program and toward higher education opportunities.

The junior field for 2021 PURE Insurance Championship can be [viewed here](#).

For more information on the tournament, visit [PUREInsuranceChampionship.com](http://PUREInsuranceChampionship.com). To learn more about First Tee, visit [TheFirstTee.org](http://TheFirstTee.org).

\*\*\*

#### **About First Tee – Central Coast**

First Tee – Central Coast is one of 150 First Tee chapters across the U.S. and select international locations. Its mission is to impact the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf. First Tee – Central Coast reaches kids and teens through programs delivered at the 14 program locations, 54 schools and 10 youth centers. Learn more at [www.firstteecentralcoast.org](http://www.firstteecentralcoast.org).

#### **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 34 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. 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 @pgatourchampions.

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. Tournament programming is available via 25+ TV linear partners in 145+ countries and territories, with 25 channels carrying long-form and/or highlights coverage, and 200+ hours of live coverage distributed in 135+ countries and territories. Programming is also available via the OTT platform GOLFTV powered by PGA TOUR in every market outside of the United States, excluding China and Korea, with live coverage distributed in 130+ countries and territories.