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FOR IMMEDIATE RELEASE

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PGA OF AMERICA TOUTS GOLF AS MULTI-MILLION DOLLAR INDUSTRY IN ST. LUCIE COUNTY; SEEKS SUPPORT FOR PATRIOT GOLF DAY AT SEPTEMBER EDC LUNCHEON

Port St. Lucie, FL – Members of the St. Lucie County Economic Development Council were treated to a presentation by the PGA of America, the world’s most recognizable golf brand, on September 1, 2009, at the EDC’s monthly membership luncheon sponsored by IBM Southeast Employees’ Federal Credit Union. Bob Baldassari, general manager of Golf Properties, PGA Golf Club/PGA Learning Center at PGA Village, was the featured speaker.

Baldassari presented the game of golf as “more than a game,” describing it as a multi-billion dollar national industry with a tremendous economic impact on Florida, one which annually accounts for \$1.4 billion in wage income statewide. He also shed light on the area impact of the PGA Village in St. Lucie County, which provides work for over 300 full and part-time employees, attracts approximately 250,000 visitors a year, and supports local government with over \$1 million in property taxes paid annually. “While the PGA is synonymous with Golf, its value as an economic engine and charitable organization within our community is monumental,” remarked Larry Pelton, President of the Economic Development Council. “PGA is a world renowned brand that St. Lucie County is most fortunate to be partnered with.”

In addition to extolling the economic benefits of golf and the PGA of America, Baldassari sought support for the 3rd Annual Patriot Golf Day being hosted on September 5, 2009, at PGA Golf Club in Port St. Lucie, FL. The charitable event was started to benefit the Folds of Honor Foundation, whose mission is to provide post-secondary educational scholarships for children and spouses of military service men and women killed or disabled while serving our great country. Patriot Golf Day was founded by F-16 Fighter Pilot and PGA Professional, Major Dan Rooney, and is considered the largest grassroots golf platform in the country. The effort has generated over \$3 million from more than 3,800 golf courses in only two years of existence. For more information on the 3rd Annual Patriot Golf Day ceremonies being held at PGA Golf Club, please visit www.pgavillage.com or call (800) 800-GOLF for the full agenda and registration for the event.

Along with the monthly address, the crowd of 135 was treated to a special viewing of the Ryder Cup Trophy, which was temporarily relocated from its home at the PGA Historical Center in Port St. Lucie. The Ryder Cup was won last September by the United States 16.5 to 11.5 over Europe at Valhalla Golf Club in Louisville, Kentucky. The PGA Historical Center will house the trophy until the 38th Ryder Cup begins on October 1, 2010, in Newport, South Wales, United Kingdom.

The next EDC membership luncheon is scheduled for October 6, 2009 at 12:00pm on the IRSC/FAU Joint Use Campus in the Schrieber Center. For information on membership or the monthly member luncheons, please contact the Economic Development Council of St. Lucie County at 772-879-4144 or visit www.yourEDC.com.

About the PGA of America:

Since 1916, The PGA of America's mission has been twofold; to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

About the Folds of Honor Foundation:

Folds of Honor is a 501(c)(3) charitable organization with a mission to empower deserving military families with educational support and opportunities. FHF provides post-secondary educational scholarships to the spouses and children of service members disabled or killed as a result of their military service to our great nation. Our unique scholarships can be applied to schooling now or held by Folds of Honor on behalf of young children until needed at the time of enrollment.

The Folds of Honor Foundation was founded in 2007 by Major Dan Rooney, an F-16 pilot, golf course owner, PGA Professional and USGA member. A Major in the Air National Guard and a decorated military aviator, Rooney has served three combat tours in Iraq. After returning from his second tour, Major Rooney witnessed a profound situation that drove him to create the Folds of Honor Foundation. To learn more about Folds of Honor or to make a contribution, please visit www.foldsofhonor.com

About the Economic Development Council:

The mission of the EDC is to encourage a competitive environment that nurtures clusters of industries employing state of the art technologies, a skilled workforce, and that stimulates economic growth through expansion of the private sector. *For more information about the Economic Development Council of St. Lucie County, visit www.yourEDC.com or call (772) 879-4144.*

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