



Media Advisory

July 17, 2013

Rotary Loves Kids Golf Tourney Hits 11th Year!

Not many fundraising events can hit the 11-year mark and still be going strong. This is the case, however, for the Rotary Loves Kids Golf Tournament which raises funds to support children and youth.

Rotarian Kelly McKinney, Chair of this year's tournament, emphasizes the importance of the event, "It's just one day, but the money raised trickles down through the community throughout the year. We're hoping to raise \$90,000 which is ambitious. Those funds would then be distributed to many local charities working on behalf of children and youth. We thank the many participants, donors, sponsors and volunteers who have contributed to the success of this event over the past decade. We hope to continue that success this year."

The main Rotary Loves Kids Golf Tournament takes place on Friday, July 19th at two of Quinte's premiere golf courses – Black Bear Ridge and Trillium Wood, however once again this year, children and youth in the care of Highland Shores Children's Aid will get a chance to test their golfing skills in a nine hole tournament of their own thanks to the support of the Bayview Golfing Centre and several generous sponsors. At the end of the golf day, the kids will also enjoy a wrap up dinner at Rotary's Party in the Square taking place in downtown Belleville.

"We are so appreciative of how our community continues to support this event as it has such a positive impact on the lives of children and families. For the Quinte Children's Foundation, a portion of the proceeds from the Tournament are used to provide Reach for Success Bursaries to young people as they strive to achieve their goals for post-secondary education. The generosity of the golfers, donors, sponsors, volunteers and the members of the Rotary Club of Belleville has made a tremendous difference in the lives and futures of so many youth. We thank them all", said Connie Reid, Executive Director of the Quinte Children's Foundation. This past May, over 70 youth, who plan to attend College or University in September, were awarded over \$76,000 in Reach for Success Bursaries in order to assist them with their post-secondary education.

Page 2

This year, financial supporters of the kids' tournament include Bayfield Treatment Centres in Consecon and Quinte Children's Homes in Belleville. Each of these organizations have donated \$1000 which makes it possible for 28 young people to golf.

Over the past ten years, participants, sponsors and donors to the Rotary Loves Kids Golf Tournament have raised over \$850,000 which has contributed to the care of Quinte area children in many ways including:

- **Camp Merrywood** - helping kids with physical disabilities succeed
- **Quinte Children's Foundation** - whose vision is to improve the quality of life for local children
- **The Belleville General Hospital** - to help fund special diagnostic equipment for children

Participating youth and representatives from Rotary and Highland Shores Children's Aid will be available for a photograph and interviews at 2 p.m., July 19th, at Bayview Golfing Centre, Trent Road, Hwy 2, Belleville.

-30-

For further information and interview or photo requests contact:
Bonnie Perrigard, Communications and Stakeholder Relations Coordinator
Highland Shores Children's Aid
613-962-9291, ext. 2202
Email: bonnie.perrigard@highlandshorescas.com