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150 Students Kick-off New Program with a Drive

*The First Tee of Central Arkansas and Western Hills Elementary School Launch New Partnership
with Help of Jim Elder Good Sports Fund*

April 23, 2010; Little Rock, Ark. – Representatives of **The First Tee of Central Arkansas**, **The Jim Elder Good Sports Fund** and 150 excited golfers from **Western Hills Elementary School** of Little Rock gathered today to announce a unique partnership. The First Tee of Central Arkansas is providing its Physical and Life Skills Education program to all the 3rd, 4th and 5th grade classes at the school.

The partnership idea came from Jennifer Garner, the physical education teacher at Western Hills Elementary. The school's property is adjacent to The First Tee separated only by the neighborhood church, Western Hills United Methodist Church. Because of the proximity, the students are able to walk from the school to The First Tee facility for their physical education classes.

With the funding from the Jim Elder Sports Fund, the students can now have access to The First Tee facilities even after the school year ends.

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“The Jim Elder Good Sports Fund heard about The First Tee’s partnership with Western Hills Elementary and wanted to help positively impact the lives of the children in our neighborhood,” said Susie Elder, executive director of the Sports Fund. “We have been supporters of The First Tee for several years, but this was the first year we have designated our gift to support scholarships for kids,” added Elder.

It costs The First Tee approximately \$650 per youth member to provide its programs and maintain its facilities. However, The First Tee only charges \$125 for an annual membership. Funding from organizations like The Jim Elder Good Sports Fund fills the gap.

The First Tee will use the \$10,000 gift from the donation to provide all 150 youth participants in the Western Hills partnership with an annual membership. That will allow the students from Western Hills to continue using the facility and participate in classes at no charge for an entire year.

“Like all non-profit organizations, The First Tee is facing increasing financial difficulties due to the economic downturn,” said Chad Kauffman, executive director of The First Tee of Central Arkansas. “Even with these financial problems, the organization remains committed to providing access to every child interested in participating.”

“We offer our program to ALL children but devote considerable resources in attracting and retaining disadvantaged young people, said Kauffman. “ We serve youth by offering them a unique perspective toward learning golf while appreciating the social values associated with a lifelong game and physical fitness. Our goals are to positively affect the way youth contribute to society and to provide opportunities for youth to engage in healthy, physical activity.”

The Jim Elder Good Sports Fund is in memory of Jim Elder, a longtime sportscaster who enjoyed watching athletes meet their potential. For more information about The Jim Elder Good Sports Fund, visit www.jimelder.org.

For more information about the First Tee of Central Arkansas, visit www.TheFirstTeeAR.com or call 501-562-GOLF.

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