

Friends of A1A

Scenic & Historic Coastal Byway



FOR IMMEDIATE RELEASE
July 21, 2010

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A1A Golf Cup Classic to Benefit Friends of A1A

"Play a Day – Stay a Day on A1A"

Planning for the *first* A1A Golf Cup Classic is underway to raise funds for Friends of A1A to continue its mission to preserve, protect, promote and enhance the A1A Scenic and Historic Coastal Byway.

"The purpose of this timely event is to generate funds for our many A1A projects underway. The most visible is the continuation of beach cleanup efforts begun last year. Friends of A1A is leading monthly beach cleanups and encouraging like-minded organizations to join in the effort to adopt a beach or beachfront park. So far, of 20 key beach sites identified, four are adopted. Groups receive recognition with signs placed at the locations adopted. "Money raised from charitable events, such as the golf tournament, goes toward purchasing program supplies," said Sallie O'Hara, Byway Program Administrator. "So far we have been lucky with the weather and currents to avoid oil debris on our coast from the BP disaster." The best action according to all authorities is to keep the coast clean to avoid oil sticking to litter making professional cleanups more difficult.

PGA Professional and Certified Instructor, Tom Strickler, from the St. Johns County Golf and Country Club, will be on hand conducting a "Golf Clinic" the day of the tournament scheduled for September 19, 2010 at Royal St. Augustine Golf and Country Club. There will also be a "Putting with the Pro" contest. To encourage A1A course play *everyone* attending the tournament will have the opportunity to win raffle prizes to play at prime courses including Sawgrass and Marsh Creek as well as public courses. Funding for this event is provided, in part, by VISIT FLORIDA to promote recreational activities along the corridor.

There are several ways to participate in the A1A Golf Cup Classic. Be a player and on the first winning team on the A1A Golf Cup Classic Plaque to continue annually. Players receive a private lesson from PGA golf pros, photo opportunities with the Jaguar Cheerleaders, prizes, goody bags and perks from A1A Scenic and Historic Coastal Byway businesses. Hole sponsorships are available for businesses and individuals. There are also several opportunities for non-golfing sponsorships, including player gifts, a tournament breakfast, and lunch.

Golf tickets are available for businesses or individuals. Registration for the Sunday event will begin at 8:30 am, September 19, 2010 with the golf clinic and putting contest first on the agenda. A shotgun start commences play at 10 am. Festivities will conclude by 5 pm. For more information, contact Sallie O'Hara at Friends of A1A 904-425-8055 or Susie Kontul, Volunteer Coordinator, at 904-669-6785 or SusieK@scenica1a.org.

The Friends of A1A Scenic and Historic Coastal Byway is a non-profit organization that protects, preserves, and enhances resources along the A1A National Scenic Byway. This citizen's advocacy group collaborates with municipalities, governmental agencies and other civic groups to maintain and improve resources along the A1A corridor. - # # # -



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