



FOR IMMEDIATE RELEASE

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AdventHealth Championship announces Play It Forward Matching Gift Program

Focus in 2022 to be on mental and behavioral well-being

KANSAS CITY, Missouri – The AdventHealth Championship, the only PGA TOUR-sanctioned professional golf tournament in Kansas City, announced today the launch of their matching gift program, ***Play It Forward***.

“On behalf of the AdventHealth Championship, AdventHealth Foundation, and Cocherl Family Foundation, we are excited to announce our newly rebranded matching gift program, *Play It Forward*, that benefits eligible 501(c)(3) organizations in the Kansas City community,” said Executive Director Drew Van Meeteren.

Play It Forward, formerly known as Birdies for Charity, was created with one goal in mind – to support 501(c)(3) organizations in the Kansas City community by providing a platform to raise new money and gain awareness for their causes. Through the *Play It Forward* program, organizations receive every penny raised, plus a 10% match on the first \$50,000 it raises. There is no minimum amount that must be raised to receive the match. The matching gift is made possible through the *Play It Forward* program sponsor, the Cocherl Family Foundation.

This year’s *Play It Forward* program is focusing on mental and behavioral well-being. Eligible 501(c)(3) organizations must have programming supporting mental and behavioral well-being/addiction and substance abuse. To participate in the *Play It Forward* program, simply complete the application [here](#). From there, the selection committee will choose a limited number of organizations that best fit this year’s charitable purpose. The application deadline is February 14, 2022.

Selected organizations will be able to utilize a turnkey fundraising platform provided by the AdventHealth Foundation to collaborate with donors, team members, family, and friends. The gifts will be received and receipted by the AdventHealth Foundation to help raise as much money as possible during the open fundraising period of March 1 – April 30. All participating organizations will be invited to the AdventHealth Championship to be presented with their *Play It Forward* checks on Championship Sunday, May 22, during the trophy presentation on the 18th green.

Additionally, through the AdventHealth Championship, participating organizations will receive the following branding and exposure benefits:

- Recognition on a minimum of five tournament leaderboards
- Organization logo and link on official AdventHealth Championship website
- Recognition on all official AdventHealth Championship social media channels
- Recognition on the official AdventHealth Championship sponsor board

Please reach out to [Alisha Blackwelder](#) with any questions or visit [Play It Forward](#).

The AdventHealth Championship is a cornerstone Kansas City event utilizing professional golf to positively impact the KC Heartland and those charities supported. The 2022 AdventHealth Championship will take place May 16-22 at Blue Hills Country Club. For more information about the AdventHealth Championship, please visit www.AdventHealthChampionship.com.

About Korn Ferry Tour

Founded (1990), owned and operated by the PGA TOUR, the Korn Ferry Tour identifies and develops golf's next stars, preparing them to compete and win on the game's biggest stage. The Korn Ferry Tour, which has served as a path to the PGA TOUR since its inception, began providing 50 PGA TOUR cards annually in 2013. Each season, the top 25 players secure PGA TOUR cards via the Korn Ferry Tour's regular season and an additional 25 players secure promotion through the Korn Ferry Tour Finals. With more than 590 PGA TOUR titles, 25 major championships and six FedEx Cup Champions, Korn Ferry Tour alumni make up over 75 percent of the PGA TOUR's current membership. To learn more about the PGA TOUR, the Korn Ferry Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM or follow the Korn Ferry Tour on social media.

About AdventHealth Championship

The AdventHealth Championship, a PGA TOUR sanctioned event on the Korn Ferry Tour, is conducted annually at Blue Hills Country Club in Kansas City, Missouri. This four-day, 72-hole competition features 156 players from around the world vying for a total purse of \$750,000. As the path to the PGA TOUR, the Korn Ferry Tour features some of the most talented professional golfers who are ready to compete and win on golf's biggest stage.