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AdventHealth Championship announces Selected Charities for Play It Forward Matching Gift Program

Focus in 2023 to be on Cancer and behavioral well-being

KANSAS CITY, Missouri – The AdventHealth Championship, the only PGA TOUR-sanctioned professional golf tournament in Kansas City, announced today the 2023 selected charities of their matching gift program, ***Play It Forward***.

“In collaboration with AdventHealth Kansas City Foundation and Cocherl Family Foundation, we are excited to announce our 2023 *Play It Forward* selected charities. These organizations are committed to making a difference for cancer and behavioral well-being, and we are eager to see the impact that can be made from this program for these charities in the Kansas City community,” said Tournament Director Rick Amos.

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. The matching gift is made possible through the *Play It Forward* program sponsor, the Cocherl Family Foundation.

“It’s an honor for AdventHealth Kansas City Foundation to assist and partner with local charities to address the cancer and behavioral health challenges our community faces,” said Laurie McCormack, Executive Director of AdventHealth Kansas City Foundation. “At the end of the day we are all focused on inspiring a healthier Kansas City.”

The 2023 *Play It Forward* selected charities include:

- [Brookside Charter School](#)
- [First Call](#)
- [First Responder Golf Foundation](#)
- [Food for the Cure](#)
- [Gilda’s Club](#)
- [HNCLiving Inc.](#)
- [LevelUp Kids](#)
- [Llamas for Leukemia](#)

- [Lovemark Foundation](#)
- [REHOPE](#)
- [Supporting Kids](#)
- [The Battle Within](#)
- [Warriors' Ascent](#)

This year's selected 501(c)(3) organizations must have programming supporting cancer and behavioral well-being. The organizations will be able to utilize a turnkey fundraising platform provided by AdventHealth Kansas City Foundation to collaborate with donors, team members, family and friends. The gifts will be received and receipted by AdventHealth Kansas City Foundation to help raise as much money as possible during the open fundraising period of March 1 – April 30. The selected organizations will be invited to the AdventHealth Championship to be presented with their *Play It Forward* checks on Championship Sunday, May 21, during the trophy presentation on the 18th green.

Additionally, through the AdventHealth Championship, the selected 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
- Inclusion in AdventHealth Championship e-newsletters.

Please visit [Play It Forward](#) for more information.

The AdventHealth Championship is a cornerstone Kansas City event utilizing professional golf to positively impact the KC Heartland and those charities supported. The 2023 AdventHealth Championship will take place May 15-21 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 PGA TOUR cards annually in 2013. Each season, the top 30 players secure PGA TOUR cards via the Korn Ferry Tour's regular season. 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 \$1,000,000. 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.