



The First Tee of Central Valley teen selected to play in official PGA TOUR Champions event

Nthenya Maithya heads to Pebble Beach for PURE Insurance Championship Impacting The First Tee, which is celebrating its 15th Anniversary

Tournament To Air Internationally on Golf Channel this September

MODESTO, CA (July 18, 2018) – The First Tee of Central Valley is sending Nthenya Maithya to compete in the [2018 PURE Insurance Championship Impacting The First Tee](#), an official PGA TOUR Champions event to be contested at Pebble Beach Golf Links and Poppy Hills Golf Course in Pebble Beach, California, September 24-30. The tournament, which is hosted by the Monterey Peninsula Foundation, will be televised internationally on Golf Channel September 28-30.

The PURE Insurance Championship is the only event of its kind in which 81 junior golfers from The First Tee are teamed with 81 PGA TOUR Champions players and 162 amateurs during an official PGA TOUR Champions tournament. Maithya will be competing for the pro-junior title. She will join [80 other participants](#) from The First Tee chapters, selected by a national panel of judges. The participants, which represent 22 states, were selected based on playing ability and application of the Nine Core Values and life skills learned through their involvement with The First Tee's programs.

The junior field was announced this morning on Golf Channel's Morning Drive. The show included surprises from PGA TOUR winner Jason Gore, Web.com Tour member Cameron Champ, Arizona State football coach Herm Edwards, Seattle Mariners manager Scott Servais and Golf Channel's Charlie Rymer.

“We are proud to be a part of such a prestigious event that supports so many deserving young men and women from The First Tee throughout the country,” said Katherine Frattarola, Chief Marketing Officer of the PURE Group of Insurance Companies. “They are what make this tournament so special, and it’s humbling to be a part of something that has such a profound impact on their lives both on and off the course.”

“We are proud of the junior golfers selected to play at this year’s PURE Insurance Championship,” said Keith Dawkins, Chief Executive Officer of The First Tee. “These 81 teens, and the event, embody The First Tee’s beliefs around the importance of fan engagement, diversity and inclusion and having a sense of civic responsibility that is expressed through our Nine Core Values.”

As of July 11, players committed to compete in the PURE Insurance Championship include defending champion and World Golf Hall of Fame member Bernhard Langer, as well as fellow World Golf Hall of Fame members Colin Montgomerie, Mark O'Meara and Sandy Lyle. Players have until Friday, September 21 to commit, with additional commitments to be announced in the coming months.

Nthenya is currently a junior at Central Catholic High School and has been an active member of The First Tee for over four years. She is active in community affairs and is currently playing in the US Girls Junior Championship tournament at Poppy Hills.

“We are thrilled that Nthenya was selected and pleased to have her represent our chapter at this prestigious event,” said Cathy Mendoza, Executive Director. “She has worked hard on her golf skills and has fully embraced the Nine Core Values of The First Tee. We cannot wait to show our support for her at the Pure Insurance Championship!”

“This is the opportunity of a lifetime and I am so honored to have been chosen,” remarked Nthenya. “It is a privilege to represent the chapter and I am so excited to have the opportunity to play with Champions Tour players. The First Tee of Central Valley has opened many doors for me and I am thankful.”

In this 15th tournament year, more than 870 kids from The First Tee have played in the tournament while learning from PGA TOUR Champions players and amateurs in the field, all while showcasing The First Tee's Nine Core Values and the leadership and life skills they have acquired.

The First Tee of Central Valley is one of 150 chapters around the country and world introducing the sport of golf and The First Tee's Nine Core Values to kids, positively impacting their lives. Serving the counties of Stanislaus, Merced, Tuolumne and Mariposa since 2003, nearly 30,000 kids have been impacted through chapter programs, The First Tee National School Program, which is several elementary schools, and The First Tee DRIVE which is in over 40 youth centers and after school programs. The organization is engaging the next generation of fans, growing and diversifying the sport and positively impacting millions of kids along the way through The First Tee Nine Core Values™: honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy and judgment.

To learn more about The First Tee of Central Valley, visit www.thefirstteecentralvalley.org. For more information on the 2018 PURE Insurance Championship, visit www.pureinsurancechampionship.com. For more information on Nthenya, to request an interview or photos, please contact Cathy Mendoza at 209-485-3915

About The First Tee of Central Valley

Early in 2001, the nonprofit Del Rio CC Foundation was established with its purpose to positively impact the lives of local at-risk youth. Members canvassed local community youth agencies and these exploratory efforts led to discussion with the City of Modesto about the establishment of "The First Tee of Modesto- (now Central Valley)."

In October of 2003 after two years of planning, Del Rio CC Foundation received designation as The First Tee of Modesto Chapter from the World Golf Foundation, licensor of The First Tee Life Experience®. **The mission of The First Tee of Central Valley is to positively impact**

youth (ages 5-17) by providing educational programs that ensure character development and the mastery of life skills through the game of golf.

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