

2020



15TH ANNUAL

GOLFATHON
for ALS

MEDIA BINDER

Presented by



2020 Seymour Golf & Country Club



“Golf is a sport I’m passionate about and ALS is a cause close to my heart. My friend’s mom battled ALS so raising funds for patient services is near to my heart. It’s the reason I welcome the opportunity to become a part of the hugely successful PGA of BC Golfathon for ALS as its Ambassador.”

Jay Janower, Sports Anchor/Reporter, Global News BC
PGA of BC Golfathon for ALS Ambassador

Jay and Donald practising physical distancing during the filming of the 2020 PGA of BC Golfathon for ALS TV Ad



“On behalf of the Association, I am extremely proud of the PGA of BC’s involvement with the Golfathon for ALS, benefiting the ALS Society of BC patient services. Throughout our years of participation, the efforts of countless Golf Professionals and Volunteers have helped raise over \$1.9 million. The program has assisted tens of thousands of individuals throughout British Columbia affected by this deadly disease. I am confident that with the continued support of our members, 2020 will be yet another successful PGA of BC Golfathon for ALS.”

Donald Miyazaki, Executive Director, Professional Golfers’ Association

THE PGA OF BC GOLFATHON FOR ALS PRESENTED BY PACIFIC BLUE CROSS

During the month of June, golf professionals play from sunrise to sunset, in support of those living with ALS. This year, 23 golf courses participated in another successful event.

The ALS Society of BC would like to thank each golfer for participating, and helping make a difference in the lives of individuals affected by ALS. Thank you for lending your muscles to those who are losing the ability to use their own.

2020 GOLF COURSES AND PARTICIPANTS

Aberdeen Glen Golf Course	Jessey Church
Arbutus Ridge Golf Club	Andrew Hajer & Jayme Young
Cheam Mountain Golf Course	Kevin Stinson & Cody Stewart
Copper Point Golf Club	Scott McClain, Brian Schaal, Dennis Bradley & Dale Moore
Crown Isle Golf Course	Rod Prieto, Brian Wise, Mark Valliere, Jayson Welsh, Colin Stairs, Kyle Stairs & Nick Torry
Fairview Mountain Golf Club	Todd Tweedy & Justin Brandt
Gallagher's Canyon Golf Club	Lee Alarie, Jason Jurimae & Lionel Taylor
Hirsch Creek Golf & Winter Club	Dan Martin & Kyle Vales
Kamloops Golf & Country Club	Alec Hubert & Brett Burgeson
Long Beach Golf Course	Cory Brent & Michael Evans
Mayfair Lakes Golf & Country Club	Brian Coe & Nicole Jordan
McCleery Golf Academy	Dan Axford
Mount Paul Golf Course	Dan Latin, Brian Wornstaff, Brett Greenman, Dakota Nettles & Greg Lind
Northview Golf & Country Club	Greg Pool, Theo Tanski, Quinn Vilneff, Justin Gaukel, Jacob Siebenga, Lindsay Manion, Kyle German & Derek Whipple
Richmond Country Club	Robbie Woods, Mike Cyndroski, Graham Ogden, Dan Yoon & Emily Leung
Seymour Golf & Country Club	Dale Schienbein, Lenny Cyr, Sam Schienbein, Trevor, Connor, Lindy, Jack & Mitch
Spur Valley Golf Resort	Kevin Bennett, Kelly Gordon & Brandon Csokonay
St. Eugene Golf Resort & Casino	Cindy Soukoroff, Mike Pearson & Doug Schneider
Talking Rock Golf Course	Nathan Grieve & Jeff Liddle
The Okanagan Golf Club	Lee Ranger, Steve Coulthard & Josh Horsthuis
Vancouver Golf Club	Mike Heenan, Bob McCusker & Dean Kuntz
Williams Lake Golf and Tennis Club	Morgan Day & Dayton Long
Windermere Valley Golf Course	Michael Midyette, Scott Lawlor & Jack Nordquist

ABERDEEN GLEN GOLF COURSE

Aberdeen Glen attempting Prince George's first-ever golf-a-thon to raise ALS awareness

Prince George Matters | June 11, 2020



Jessey Church ready to play as many holes as he can in province-wide initiative

Could you get up at 4 a.m. in the morning for a day of golf?

Now, after that first tee shot, imagine playing non-stop for until darkness settles in... could you meet the challenge?

That's what Aberdeen Glen Golf Course is hoping to achieve as its assistant club professional Jessey Church is set to participate in the PGA of BC's annual

Golf-a-thon, an event that raises funds and awareness for ALS.

"It's one of those things that affects a lot of Canadians," says Church in an interview with PrinceGeorgeMatters as he gets ready to tee it up on June 26 from sunrise to sunset.

"I would like to see people get more informed on it. [...] The research centre is in B.C. too, so I think we should be helping out with that as much as we can. I hope to continue doing it, even if we raise only \$500-\$600, that's still money for the cause."

The PGA of BC has verified that this will be the first attempt at a full day's worth of golf and fundraising by a Prince George course in the event's history.

Since its inception, the organization has raised close to \$2 million for ALS research.

Church says Aberdeen Glen's goal is to raise as much as \$5,000 for the ALS Society of BC, but believes the cause needs to be brought up in conversation more often as about 3,000 Canadians are currently living with the disease.

"I heard about it a couple years ago from a friend in Williams Lake, and it was something I wanted to do," he explains, who's worked for Aberdeen Glen for 15 years, his last five as the club's assistant professional.

"It's been a really good year staff-wise and for hosting tournaments, so with us having that time now available, I was able to do it [...] It's one of those things that affects people that would go out and enjoy sports and that kind of stuff, so I feel that, as a golfing community, if we have the opportunity to help out with that kind of thing, then that's what we should be doing. It doesn't even matter if we only raise \$1,000, as long as we're raising awareness for it and helping people keep it at the forefront of their mind, that's what we're trying to do. "

The Golf-a-thon is set to consist of nearly 30 PGA of BC pros across the province.

Church says his strategy is to keep going, while also respecting the COVID-19 public health guidelines and recommendations made by B.C. Provincial Health Officer Dr. Bonnie Henry.

“The game plan is to get two rounds, hopefully start my third round before the public gets out there, so that puts me at about 6:30 or 7 a.m. Normally, there would be a staff member or someone else that goes out with you, but with the COVID-19 social-distancing rules and everything, we’re going to try to keep things as in-house as we can. Some foursomes who’ve booked a round for that day have said, ‘Hey, you can jump on with us for the round,’ and while I would’ve jumped at that to help spread the awareness, we don’t want to ignore the regulations.”

Church explains he’s reached out to a number of businesses, club members and local residents asking for donations and/or sponsorships to help raise funds for the ALS Society of BC.

He hopes to get eight to nine rounds of golf before the end of June 26.

For more information or if you wish to make a donation, you can contact Aberdeen Glen by visiting its website.

**Kyle Balzer** @KyleBalzer · Jun 26

Jessey Church completes Prince George’s 1st-ever Golf-A-Thon for ALS research.

 160 holes @ Aberdeen Glen

 15 hrs, 45min

 18 lost balls

 2 pairs of shoes

 \$2,800 raised (thus far)

He also received help from local sports teams along the way | [#CityOfPG](#)
[@PGMatters](#)



You and 7 others

 1

 10

 36



Local golfer aiming to raise \$5,000 for ALS

My Prince George Now | June 19, 2020

June marks ALS Awareness month and PGA of BC is raising money to help the cause.

Each and every year they put on their annual Golfathon and this year Jessey Church at Aberdeen Golf and Country Club is taking part.

The Golfathon has all of the PGA of BC pros play golf for an entire day at their home course.

So Church will be taking the course bright and early next Friday around 4:30 a.m. and then will be playing until he can't see the ball at night.

When it comes to a specific goal, Church does have a lofty mark which he wants to reach.

"My friend down in Williams Lake, the General Manager down there. They did it last year and played 180 holes. So 10 full rounds. They have a bit of a different golf course down there where they can bounce around where they can play a hole and then go back and play another one. We are a bit handcuffed up here where because it is really tough to jump hole to hole, but I am hoping for 8 to 10 rounds."

This is the first time both Church and Aberdeen Golf have taken part in the Golfathon, making it pretty special for the Head Assistant Professional.

"It's pretty special," stated Church.

"It's not one of the widely talked about diseases. I mean everyone always talks about Cancer and all that, which is all equally terrible. But this one tends to fly under the radar a little bit because it affects so few, but being a very sport heavy community and active community up here it means quite a bit to get out there and do it."

Church has a goal of raising \$5,000 for his first-ever Golfathon, and anyone wishing to donate can do so by emailing Jessey at jessey@aberdeenglengolf.com or at golfathonforals.com



Aberdeen Glen wraps up Prince George's first-ever golf-a-thon for ALS

My Prince George Now | June 28, 2020



Almost 16 hours of golfing later, Prince George's first-ever golf-a-thon for ALS research is in the books.

The event wrapped up Friday, but not before raising close to \$6,000 for the cause.

Assistant club professional, Jessey Church says over 160 holes were played, and a total of \$5,790 was raised in cash and online donations.

"I felt a little bit tired, if we are one hundred percent being honest. I feel good though!" said Church.

This was the first attempt at a full day's worth of golf and fundraising by a Prince George course in the event's history.

"Organizing around Covid went really well. Normally what would happen, is another member of the golf staff would go out with me," explained Church.

"I know that a couple of courses in the lower mainland had their golf staff go out and alter what time of day they went out, just to get more holes in. But, because this was our first time and I didn't know how we were going to run it or how well it would run, I went out by myself."

He says he avoided going from group to group for that reason as well.

For next year, they are looking at holding another one with some adjustments.

"We are definitely hoping to make it a little more involved. Maybe getting some of the other golf staff members or some of the players out," said Church.

He would like to play a few rounds with employees earlier in the morning, then spend the day playing a round or two with multiple different groups.



ARBUTUS RIDGE GOLF COURSE

ALS Golfathon tees off June 11

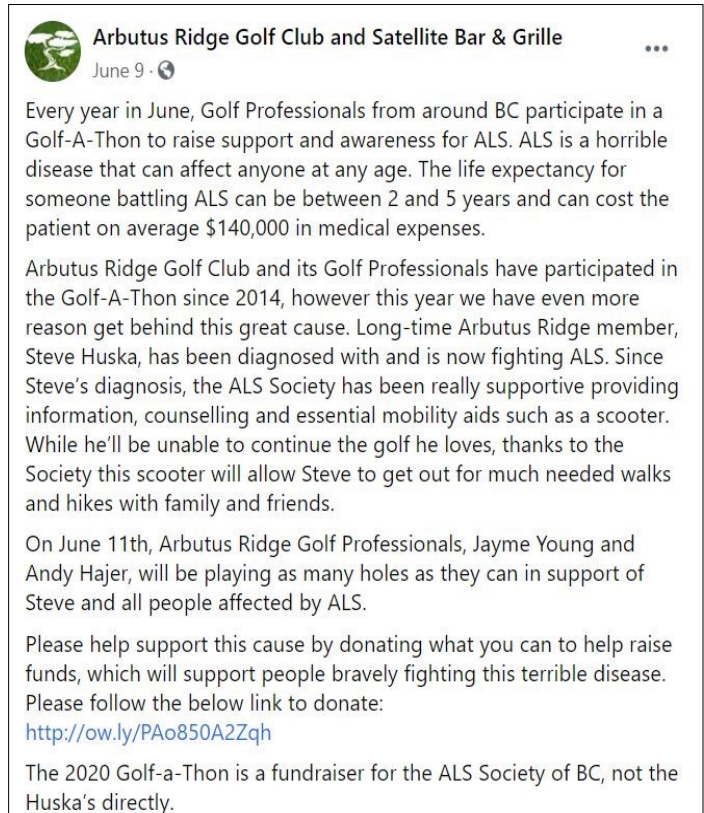
BC Local News & Cowichan Valley Citizen | June 14, 2020

The Arbutus Ridge and Cowichan golf clubs are among more than 30 across the province participating in the 15th annual PGA of BC Golfathon for ALS this month.

During the month of June, golf professionals will golf from sunrise to sunset to support those living with ALS, golfing as many holes as possible to raise funds for the ALS Society of BC. Proceeds will provide support services to ALS patients and their families, friends and caregivers.

Arbutus Ridge pros Andrew Hajer and Jayme Young will hit the links on Thursday, June 11. Norm Jackson and G.P. Denomme will take their turn at Cowichan later in the month. COVID-19 precautions will be taken.

Donations can be made online at www.golfathonforals.com



CHEAM MOUNTAIN GOLF COURSE

Chilliwack golfers teeing off in PGA of B.C. Golfathon

The Chilliwack Progress | June 23, 2020

Golf pros around the province are golfing from sunrise to sunset to support the ALS Society of B.C.

Two local golf pros will tee off from sunrise to sunset at Chilliwack's Cheam Mountain Golf Course on June 30, supporting the 15th annual PGA of B.C. Golfathon for ALS.

Kevin Stinson and Cody Stewart are participating in one of 30 events across the province, helping to raise money for the ALS Society of B.C.

It's no easy task. Stinson and Stewart will golf as many holes as possible, and over the course of 12 hours that'll likely work out to more than 100 each.

This year's event will include extra safety procedures because of COVID-19, including no physical contact between golfers, no contact surfaces and single carts.

"Throughout our years of participation, the efforts of countless golf professionals and volunteers have helped raise over \$1.9 million," said Donald Miyazaki, executive director of the PGA of B.C.

"The program has assisted tens of thousands of individuals throughout British Columbia affected by this deadly disease. I am confident that with the continued support of our members, 2020 will be yet another successful PGA of B.C. Golfathon for ALS."

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers.

To donate or get more info, visit golfathonforals.com



UPDATE – Cheam Mountain Golf Course – Golfathon For ALS

Fraser Valley News Network | July 6, 2020



In photo: Cody Stewart, Associate Instructor, Cheam Mountain Golf Course receives certificate of appreciation from Wendy Toyer, Executive Director, ALS Society of BC.

Chilliwack – JULY 6 UPDATE – Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

On June 30th, Kevin Stinson and Cody Stewart golfed from 7:00am to 5:00pm. Playing 156 holes each, they also managed to score 215 pars, 64 birdies, 31 bogeys, and two eagles.

The day's highlight was a play time of 27 minutes and 22 seconds on their fourth round, according to Stinson, Lead Instructor at Cheam Mountain Golf Course.

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

Please Donate. www.golfathonforals.com

ORIGINAL STORY JUNE 29 – During the month of June, golf professionals will golf from sunrise to sunset to support those living with ALS. To raise awareness and funds for the ALS Society of BC, they will golf as many holes as possible.

Golf by nature has built in physical distancing. Additional safety procedures have been implemented such as no physical contact between golfers, no contact surfaces and single carts. The PGA of BC remains committed to supporting people living with ALS. Because ALS does not give up and neither will we.

The Cheam Mountain Golf Course is one of over 30 golf courses located across BC participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross.

Golfathon Date: June 30

Golfers: Kevin Stinson & Cody Stewart

COPPER POINT GOLF CLUB

Local golf pros helping support ALS Society of BC

E-Know | June 3, 2020



During the month of June, golf professionals will golf from sunrise to sunset to support those living with ALS. To raise awareness and funds for the ALS Society of BC, they will golf as many holes as possible.

Golf by nature has built in physical distancing. Additional safety procedures have been implemented such as no physical contact between golfers, no contact surfaces and single carts. The PGA of BC remains committed to supporting people living with ALS. Because ALS does not give up and neither will we.

Invermere's Copper Point Golf Club is one of over 30 golf courses located across B.C. participating in the 15th Annual PGA of BC Golfathon for ALS. On June 16, Scott McClain, Brian Schaal, Dennis Bradley and Dale Moore will hit the links to help raise funds.

"On behalf of the Association, I am extremely proud of the PGA of BC's involvement with the Golfathon for ALS, benefiting the ALS Society of BC patient services," says Donald Miyazaki, Executive Director of the PGA of BC. "Throughout our years of participation, the efforts of countless Golf Professionals and Volunteers have helped raise over \$1.9 million. The program has assisted tens of thousands of individuals throughout British Columbia affected by this deadly disease. I am confident that with the continued support of our members, 2020 will be yet another successful PGA of BC Golfathon for ALS."

"Golf is a sport I'm passionate about and ALS is a cause close to my heart," says Jay Janower, sports anchor/reporter, Global News BC. "My friend's mom battled ALS so raising funds for patient services is near to my heart. It's the reason I welcome the opportunity to become a part of the hugely successful PGA of BC Golfathon for ALS as its Ambassador."

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

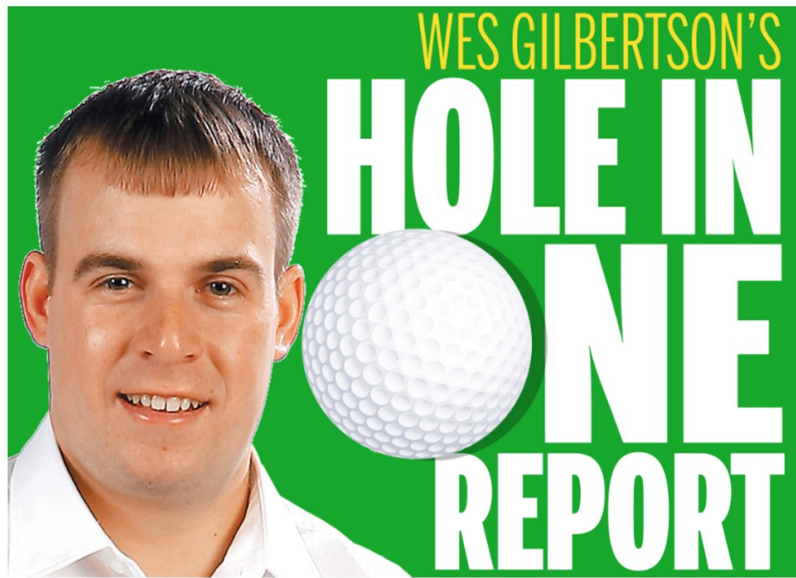
Please Donate

www.golfathonforals.com

A screenshot of a Facebook post from the Copper Point Golf Club. The post is dated June 16 at 2:19 PM. The text of the post reads: "Tomorrow, our PGA of BC Golf Professionals pledge to golf from sunrise to sunset lending their muscles to support those who have lost theirs to ALS. All donations raised from the Golfathon will go to provide direct support to people living with ALS, their families and caregivers to ensure the best quality of life possible living with ALS. For more information, or to donate please visit: <https://bit.ly/3hyy57b>". Below the text is a video thumbnail showing two men standing on a golf course. The man on the left is wearing a green shirt with the PGA of BC logo, and the man on the right is wearing a white shirt with the PGA of BC logo. They are standing next to a large banner that reads "GOLFATHON FOR ALS". The video player interface shows a progress bar at 0:01 / 0:37, a play button, and a volume icon. At the bottom of the post, there are 25 likes and 13 shares.

Hole-in-one report: Copper Point's Schaal drains ace during ALS fundraiser

Calgary Sun & The Chronicle Herald | June 22, 2020



Participating in the PGA of B.C.'s Golfathon for ALS, the professionals at Copper Point teed off a few minutes before sunrise with a simple goal — play as many holes as possible, all in support of the fight against this deadly disease.

Brian Schaal, the general manager and executive pro at the popular hangout in Invermere, figured out one way to speed things along. On the 61st hole of this epic day on the Ridge Course, he drained an ace. No need to slow down for a birdie putt.

"The only problem is it's the Longest Day of Golf for ALS, so the celebration is short-lived," Schaal said. "You hoot and holler a little bit and then it's, 'OK, let's go to the next hole!'"

"But it certainly means something a little different. One of our investors said he'd donate \$2,500 for any hole-in-one, so that shot alone brought in another \$2,500 for a great cause."

This gruelling fundraiser has become an annual tradition at Copper Point, a 36-hole hangout that is a favourite of both locals in B.C.'s Columbia Valley and weekenders from Calgary. Last Wednesday, the foursome of pros set their alarms for the wee hours and struck their first shots at about 4:55 a.m.

Schaal and head professional Scott McClain ultimately totaled 240 holes. That's 13 rounds, and then some, before they finally called it a day at 10:38 p.m. Copper Point's director of instruction Dennis Bradley completed 10 laps of the Par-62 Ridge Course, while assistant pro Dale Moore played nine. All four deserve kudos. Schaal, undoubtedly, should be credited with delivering the shot of the day.

There was no time to laser the distance, but he figured his ace on No. 7 measured about 142 yards. Pitching wedge was his weapon of choice.

"Two years ago, I made a hole-in-one during the same event — the Longest Day of Golf for ALS — on No. 18," Schaal said. "And Scott McClain, our head golf professional, he's had two hole-in-ones during this event. When you think about it, we do have 10 Par-3s on the Ridge and it's 13-and-a-half rounds of golf, so your chances are getting pretty good."

He starts to laugh.

“But I like to say it’s just because we’re great golfers.”

Of course, golfers are not always great at managing expectations.

Schaal had several more cracks at the seventh hole prior to sunset, but he couldn’t repeat the feat.

“I think I birdied it after that, and the birdie just doesn’t seem to stand up to the one. And you’re so disappointed when you get a par,” he said with a chuckle. “But later in the day is tough, because obviously your body is not working like it normally should. Your muscles are tightening up and there are a lot of strange shots that you hit.

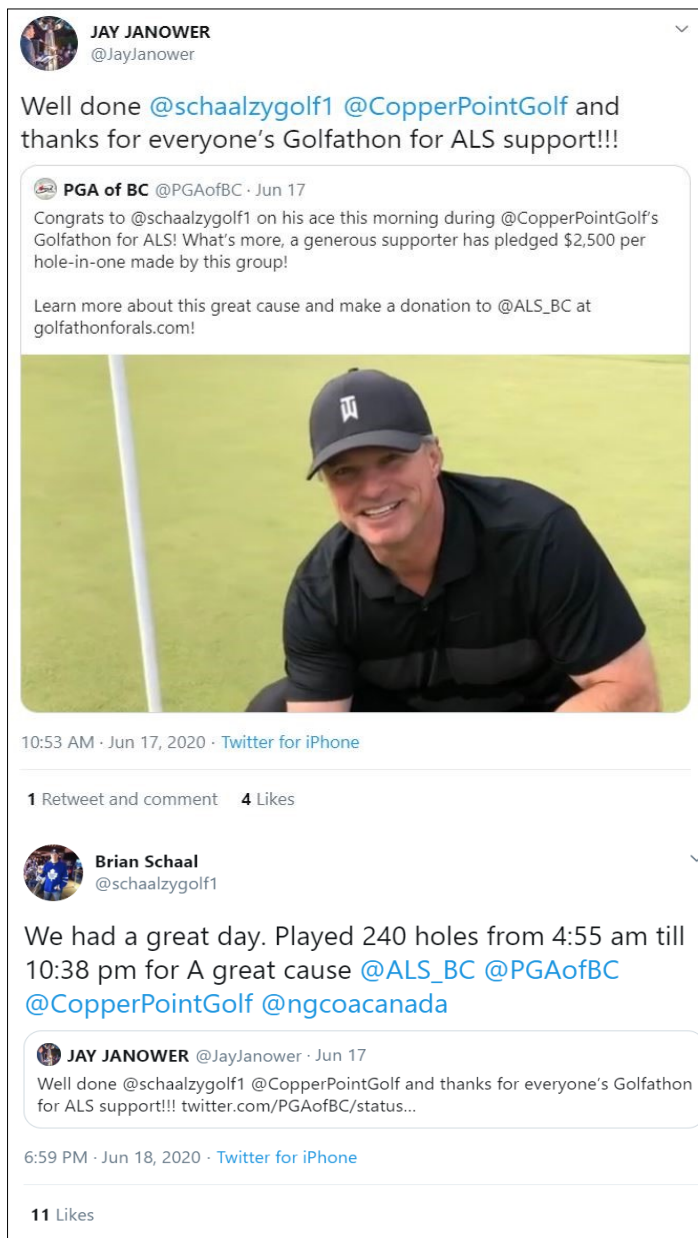
“You spend that much time out there and later in the day, you realize how important your muscles are to your everyday functioning. That’s something that people who are diagnosed with ALS start losing. So this is the least we can do for a great cause and to raise awareness of the disease.”

Schaal & Co. raised more than \$15,000 in donations for Wednesday’s dawn-until-dusker, and it’s not too late to add to that total — visit golfathonforals.com, and click Copper Point from the list of participating courses.



Brian Schaal, the general manager and executive professional at Copper Point in Invermere, B.C., carded a hole-in-one during the annual Golfathon for ALS.

A screenshot of a Facebook post from the page 'Copper Point Golf'. The post features a video of Brian Schaal on a golf course, celebrating a hole-in-one with his arms raised. The video player shows the username '@ BRIAN SCHAAL' and a progress bar at 0:14. The post text reads: 'Our General Manager, Brian Schaal just sunk his second ever HOLE IN ONE during the Longest Day of Golf in support of ALS Society of BC. Let's keep them coming 🌟'. It shows 14 Views, 8 Likes, 3 Comments, and 2 Shares. The comments section includes: 'Tanya Roe Woohoo way to go Brian 🎉🎉🎉', 'Rich Alfano I'd like to see proof he actually hit the ball before he pulled it out of the hole !! Nice shot Canada!', and 'Matt Matheson Yessssss'. At the bottom, there is a comment input field that says 'Comment as ALS Society ...'.



CROWN ISLE GOLF COURSE

Crown Isle pros golf 15.5 hours for ALS

My Campbell River Now & My Comox Valley Now | July 10, 2020

Ninety holes, 215 pars, 40 birdies and one eagle.

That's the final tally after three PGA professionals and others golfed at Crowne Isle Golf Course on July 4th as part of the 15th annual PGA of BC Golfathon for ALS.

Throughout the province, golf pros have been taking part in the fundraiser, presented by Pacific Blue Cross. From sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

The PGA pros joining forces for the Courtenay event were Brian Wise, Rod Prieto, and Mark Valliere, who golfed from 5:00am to 9:30pm.

Club employees Jayson Welsh, Colin Stairs, Kyle Stairs, and Nick Torry also joined them during the day.

Brian Wise, Associate Golf Pro at Crown Isle, said the highlight of the day was when some of their junior members joined them during the last round.



On July 4th, PGA professionals Brian Wise, Rod Prieto, and Mark Valliere golfed from 5:00am to 9:30pm, during a fundraiser for ALS.

Proceeds provide support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

You can help your local golf professionals to raise awareness and funds for the ALS Society of BC by donating [here](#).



FAIRVIEW MOUNTAIN GOLF CLUB

Fairview Pros Golf 12.5 Hours for ALS

ALS Society of BC | June 30, 2020

Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

Fairview Mountain Golf Club

On June 24th, Todd Tweedy and Justin Brandt golfed from 6am to 6:30pm. Playing a total of 180 holes each, they also scored 136 birdies and 15 eagles.

"It was a very rewarding experience and I am very happy to participate in this event," says Todd Tweedy, Assistant Golf Professional, Fairview Mountain Golf Club.

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

ALS Society of BC
June 24 at 8:55 AM · 🌐

Five golf courses across the province are hosting their Golfathon for ALS today! Best of luck to the pros at:

- 📍 Fairview Mountain Golf Club Oliver BC
- 📍 Mayfair Lakes Golf & Country Club
- 📍 Okanagan Golf Club - Quail and Bear
- 📍 Talking Rock Golf Course
- 📍 Williams Lake Golf and Tennis Club

Support your local golf pros as they golf from sunrise to sunset to support people living with ALS.
www.golfathonforals.com PGA of BC



Presented by



ALS Society of BC
@ALS_BC

***FIVE golf courses are participating in the Golfathon today!

Good luck to the pros at @FairviewMtnGolf 📍
@PGAofBC

10:35 AM · Jun 24, 2020 · [Twitter Web App](#)



GALLAGHER'S CANYON GOLF CLUB

Gallagher's host golfathon

Castanet | June 3, 2020



While the world continues to deal with the fallout from COVID-19, the need to raise funds to support people with other life-altering diseases continues.

One of those is ALS, or Lou Gherig's Disease.

Golf professionals from across the province, as they've done for the past

14 years, will again hit the course from sunrise to sunset this month for the annual PGA of BC Golfathon for ALS. More than 30 golf courses across the province will be taking part, including Gallagher's Canyon Golf Club in Kelowna.

Enhanced safety measures to protect those taking part will be adhered to.

"Golf by nature has built in physical distancing. Additional safety procedures have been implemented such as no physical contact between golfers, no contact surfaces and single carts. The PGA of BC remains committed to supporting people living with ALS," a news release stated.

Lee Alarie and Jason Jurimae will take part in the golfathon at Gallagher's Canyon June 14.

"On behalf of the association, I am extremely proud of the PGA of BC's involvement with the Golfathon for ALS, benefiting the ALS Society of BC patient services," says Donald Miyazaki, executive director of the PGA of BC.

"Throughout our years of participation, the efforts of countless golf professionals and volunteers have helped raise over \$1.9 million. The program has assisted tens of thousands of individuals throughout British Columbia affected by this deadly disease. I am confident that with the continued support of our members, 2020 will be yet another successful PGA of BC Golfathon for ALS."

[Click here to donate.](#)

Kelowna's Gallagher's Canyon announced as course participating in BC Golfathon for ALS

Kelowna Capital News | June 3, 2020

B.C. golf professionals will hit the links across the province this month as part of the 15th Annual PGA of BC Golfathon in support of those living with ALS.

To raise awareness and funds for the ALS Society, the golfers will play as many holes as possible, including at Kelowna's Gallagher's Canyon Golf Club.

While golf by nature has physical distancing built-in, additional safety procedures have been implemented, such as no physical contact between golfers, no contact surfaces and single carts.

“On behalf of the Association, I am extremely proud of the PGA of BC’s involvement with the Golfathon for ALS, benefiting the ALS Society of BC patient services,” said Donald Miyazaki, executive director of the PGA of BC.

“Throughout our years of participation, the efforts of countless Golf Professionals and Volunteers have helped raise over \$1.9 million. The program has assisted tens of thousands of individuals throughout British Columbia affected by this deadly disease. I am confident that with the continued support of our members, 2020 will be yet another successful PGA of BC Golfathon for ALS.”



Gallagher's Canyon Golf Club is located at 4320 Gallaghers Dr. W, Kelowna, B.C.

“Golf is a sport I’m passionate about and ALS is a cause close to my heart,” said Jay Janower, sports anchor/reporter, Global News BC.

“My friend’s mom battled ALS so raising funds for patient services is near to my heart. It’s the reason I welcome the opportunity to become a part of the hugely successful PGA of BC Golfathon for ALS as its Ambassador.”

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

Click here to make a donation.

 **Gallagher's Canyon Golf Club** June 14 · 🌐

It's a rainy day for our Golfathon for ALS, but that won't stop our golf professionals who have been playing since dawn! Make a donation and support this great cause <https://www.golfathonforals.com/>



 10 2 Shares

Gallagher's Canyon pros gearing up to play sunrise to sunset golf for charity

Kelowna Now | June 8, 2020



Jason Jurimae (L) and Lee Alarie

For a seventh time, Gallagher's Canyon Golf Club professionals Lee Alarie and Jason Jurimae will be playing golf from sunrise to sunset to raise money for charity.

The annual PGA of BC Golfathon for ALS takes place at a number of courses across the province and the Gallagher's Canyon pros will be taking their turn on Sunday, June 14.

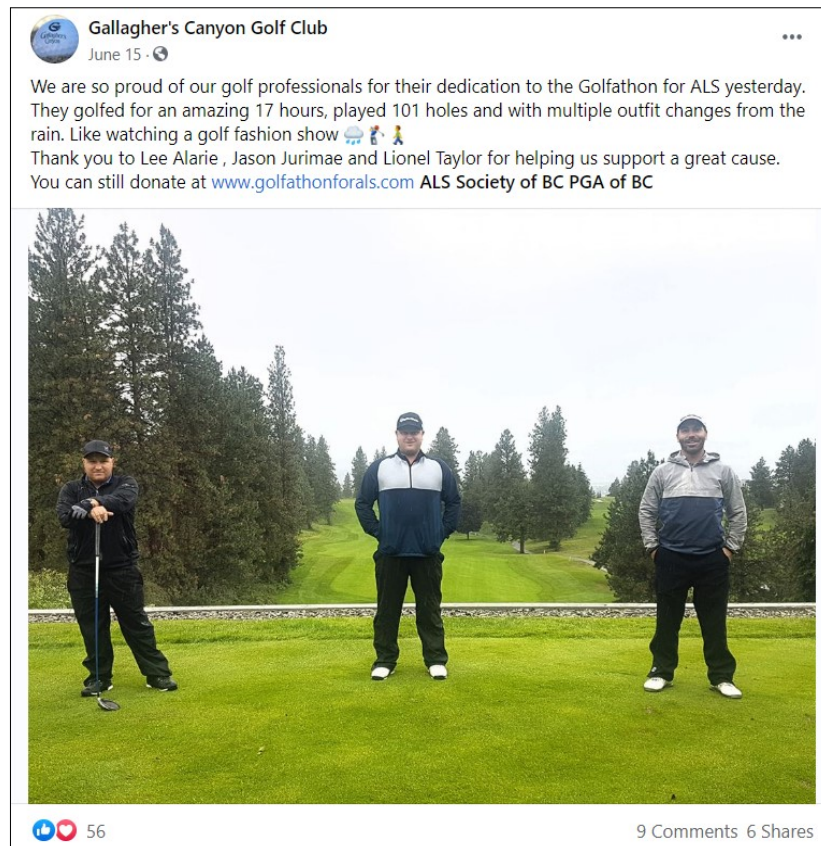
Last year, the pair played 188 holes in 15 hours, despite the fact that they were forced off the course due to weather shortly after 8 pm.

While this is Alarie and Jurimae's seventh time participating in this event together, the initiative is into its 15th year and has raised over \$1.9 million for the ALS Society of BC.

"The program has assisted tens of thousands of individuals throughout British Columbia affected by this deadly disease," said Donald Miyazaki, executive director of the PGA of BC.

"I am confident that with the continued support of our members, 2020 will be yet another successful PGA of BC Golfathon for ALS."

You can show your support for the golfers and the cause in general by donating online.



HIRSCH CREEK GOLF & WINTER CLUB

Kitimat hosts Golfathon for ALS on Monday

CFTK TV & iHeart Radio | June 26, 2020



It'll be the head golf pro versus the manager of the Pro-Shop at Kitimat's Hirsch Creek Golf and Winter Club Monday, in a gruelling golf match to raise money for a good cause.

Dan Martin will be up against Kyle Vales in a sunrise-to-sunset showdown, raising money and awareness for the ALS Society of BC.

The two men will golf as many holes as possible, hoping to beat last year's total of over three thousand dollars raised for the society.

The Hirsch Creek course is one of more than 30 scattered around the province, taking part in the 15th annual PGA of British Columbia Golf-a-thon for ALS.

KAMLOOPS GOLF & COUNTRY CLUB

Kamloops golf pros play marathon day to raise funds for ALS

CFJC | June 25, 2020

KAMLOOPS — If golf was a genre of music, then what Alec Hubert and Brett Burgeson were doing on Thursday (June 25) at the Kamloops Golf and Country Club could be described as punk rock: hard, fast and in a hurry.

"It's just hitting the ball, and getting as many rounds in as we can," Burgeson says. The two were playing for a good cause. It's the annual PGA of BC Golfathon for ALS, where pros around the province play as many rounds as possible in a single day to help raise funds for the ALS Society of BC.

"We started this morning at 4:09 am, first tee," Alec Hubert explains. "It was somewhat light out then. A little tough to see on the first few holes."

By 10:30, the pair were on their seventh round of the day and continuing to go strong. The two make sure they remain in peak golfing condition through a rigorous hydration routine.





Image Credit: CFJC Today

“Yeah, there’s hydration, there’s a little bit of beer,” Burgeson says. “We just move, like we keep moving. There’s no time to think about it. We’re not really spending a whole lot of time over the shot. You just get up and hit, get in the cart, and go.” As of 1:30 Thursday afternoon, the pair we’re half-way through round number eight. While Brett planned to stop around ten (he has a full day of teaching on Friday), Alec hoped to play right through until the sun goes down. His previous best for rounds in a day was 16.

Both players said the pain and soreness are worth it, considering the cause they’re playing for. “Across the province, amongst the PGA of BC, we’ve raised millions of dollars over the year,” Hubert says. “We’re at thousands of dollars this year at our club, so certain thanks to KGCC and thanks to the community for donating.” “It’s a beautiful day and an awesome cause, so you want to make sure you let as many people know as we could that we’re doing this,” Burgeson says. “It’s such a great cause, and it’s such an easy thing to do.”


Kamloops Golf and Country Club
 June 16 · 🌐

On Thursday June 25th, Brett Burgeson and Alec Hubert will be participating in the PGA of BC Golfathon for ALS. You can donate to support the ALS Society of BC by following the link. Thanks for your support!

http://events.alsbc.ca/site/TR?px=1101926&fr_id=1503&pg=personal



PGA
BRITISH COLUMBIA
GOLFATHON
for ALS


Jon Keen
 @JonKeenNLSports

At @KamloopsGCC tonight... sounds like @AlecHubert is 12-13 rounds deep for the ALS Golfathon so far. Course has put nearly 300 golfers out today so that's a lot of playing through.
#Kamloops

7:03 PM · Jun 25, 2020 from Kamloops, British Columbia · Twitter for iPhone

7 Likes


Jon Keen
 @JonKeenNLSports

Stepping in for the noon hour @Jeffrey_Andreas show again today as he covers 3-6PM. Guests today 12PM-1PM

- New @KamBroncos QB recruit Matt Wilson
- Duncan Olthius on today's Kamloops Sports Council award nominees
- Golf pro Brett Burgeson on ALS Golfathon @KamloopsGCC Thurs





11:08 AM · Jun 23, 2020 from Kamloops, British Columbia · Twitter for iPhone

3 Retweets 2 Likes

LONG BEACH GOLF COURSE

Long Beach Pros Golf 14 Hours for ALS

ALS Society of BC | June 25, 2020

Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.



Long Beach Golf Course

On June 23rd, Cory Brent & Michael Evans started their Golfathon at 6:15am. Ending the day at 8:00pm, they played 108 holes each.

"We had a great time and an aching back," says Cory Brent, General Manager, Long Beach Golf Course. "[We had] a lot of fun for a great cause; and a lot of supportive members."

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.



PGA of BC @PGAofBC · Jun 23

Excited to see the Golfathon for ALS reaching the west coast of Vancouver Island today!



ALS Society of BC @ALS_BC · Jun 23

Good luck to the pros at Longbeach Golf Course on their Golfathon today!

They will golf as many holes as possible to raise funds and awareness for ALS. Support their efforts by donating at golfathonforals.com
@PGAofBC

MAYFAIR LAKES GOLF & COUNTRY CLUB

Mayfair Lakes Pros Golf for 18 Hours for ALS

ALS Society of BC | June 30, 2020



Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

Mayfair Lakes Golf & Country Club

On June 24th, Brian Coe and Nicole Jordan golfed from 4:25am to 10:15am. Playing 180 holes each, they also scored a total of 36 birdies and 1 eagle.

“We are always honored to support the Golfathon for ALS,” says Brian Coe, Head Golf Professional, Mayfair Lakes Golf & Country Club. “Being on our 9th year, we look forward to participate again next year.”

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

**Mayfair Lakes Golf & Country Club**
June 10 · 🌐

Our annual **PGA of BC Golf-a-Thon for ALS** returns, **WEDNESDAY, JUNE 24!**

For the 9th year in a row, Head Professional Brian Coe and Nicole Jordan (GolfBC Corporate Office) will be teeing it, dawn til dusk starting at 4:30am, in support of ALS funds and awareness.

Golf by nature has built in physical distancing. Additional safety procedures have been implemented such as no physical contact between golfers, no contact surfaces and single carts. The PGA of BC remains committed ... [See More](#)



[GOLFATHONFORALS.COM](https://www.golfathonforals.com)
Home - PGA of BC Golfathon For ALS
For the whole month of June, every \$1 donated to the ALS Society of BC counts as one entry to win \$20,000 through the Great Canadian Giving...

 8

1 Comment 2 Shares

MCCLEERY GOLF ACADEMY

McCleery Pro Golfs 144 Holes for ALS

ALS Society of BC | June 30, 2020

Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

McCleery Golf Academy

On June 30th, Dan Axford started golfing at 5:50am and played a total of 144 holes.

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

Please Donate. www.golfathonforals.com

About ALS

Amyotrophic Lateral Sclerosis (ALS), also referred to as Lou Gehrig's Disease, is a fatal neurodegenerative disorder that affects the person's motor neurons that carry messages to the muscles resulting in weakness and wasting in arms, legs, mouth, throat and elsewhere; typically the person is immobilized within two to five years of the initial diagnosis. There is no known cause or cure yet, but there is hope through the ALS Society of BC.



MOUNT PAUL GOLF COURSE

Mount Paul Pros Golf 16.5 Hours For ALS

ALS Society of BC | July 9, 2020



In photo: Dakota Nettles, Ellen Smailes, Brett Greenman. Ellen lost her son Clayton to ALS

Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

Mount Paul Golf Course

On June 30th, Dan Latin, Brian Wornstaff, Brett Greenman, Dakota Nettles, and Greg Lind golfed a total of 369 holes. Playing from 4:30am to 9:00pm, they also recorded 300 pars, 39 birdies, and one eagle.

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and

caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

NORTHVIEW GOLF & COUNTRY CLUB

Northview's new head pro tees up day-long Golfathon fundraiser with group

Surrey Now Leader & Cloverdale Reporter | June 15, 2020



Greg Pool (left), Quinn Vilneff (middle) and Theo Tanski in the new-look golf shop at Northview Golf & Country Club in Surrey.

Greg Pool and his new crew at Northview Golf & Country Club will swing into a Golfathon for ALS fundraiser with a couple of goals in mind.

"We'll try to do as many holes as possible that day," Pool said of the June 22 event at the Surrey course, on 168th Street.

"Personally, my goal is 100 (holes), which I should be able to get done, no preparation needed," he added. "There are guys at Glacier Greens (a course in Comox) that go and do 200-plus holes, which is amazing. For us it's nice to get out as a team, because it's a good team-building day as well."

Pool is the new head golf professional at Northview, which is involved in the PGA of BC Golfathon for ALS for the first time in the event's 15-year history.

His group that Monday (June 22) will also include Theo Tanski, Quinn Vilneff, Keaton Cameron, Justin Gaukel and George Thibodeau, who collectively aim to raise \$5,000 for the cause. Pledges are sought at golfathonforals.com.

On a set day during the month of June, golf pros at 30 B.C. courses will play from sunrise to sunset to support those living with ALS. To date, more than \$1.9 million has been raised over the years.

Also involved in the fundraiser is Surrey Golf Club, where Mark Gamache and Derek Whipple golfed 108 holes in one day last June, starting at 6:50 a.m. and ending at 8:50 p.m.

Pool has found a home at Northview after leaving Capilano Golf & Country Club.

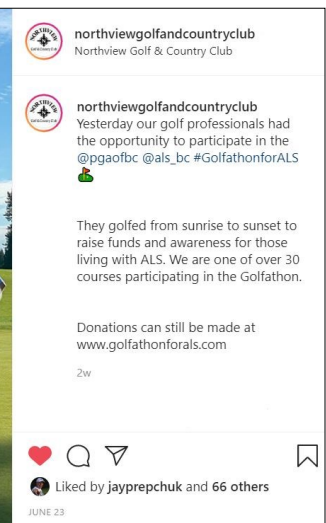
The Langley-raised head pro played college golf at Western New Mexico University before joining the PGA of Canada in 2009. Nine years later, he was named the organization's Class 'A' Professional of the Year.

"I've been at a few different facilities in town," said Pool, a Port Moody resident, "and I've travelled the world playing golf, private and public, and I view Northview as one of the premier facilities in town, with a rich history of golf. People like to play here because it's where the pros played.

"It's a place that's always been in my heart, because I played junior here, I've caddied for some celebrities here at pro-ams," he added. "Growing up in the area, it means a lot to be here now."

Pool said he's excited about recent renovations to the golf shop at Northview.

"The renos started in the fall and came to completion in March," Pool said. "When we reopened in April we were able to show off the finished shop. It'd hadn't been really touched in 25 years, so it's a big change and looks amazing. It's nice to have a modern golf shop now, which includes some of our past PGA Tour history."



RICHMOND COUNTRY CLUB

Richmond Pros Golf 370 Holes for ALS

ALS Society of BC | July 28, 2020



Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

Richmond Country Club

On July 27th, Robbie Woods, Mike Cyndroski, Graham Ogden, Dan Yoon, and Emily Leung played a total of 370 holes. Golfing from 5:00am until dusk, they also scored 79 birdies and one eagle.

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

Please Donate. www.golfathonforals.com

About ALS

Amyotrophic Lateral Sclerosis (ALS), also referred to as Lou Gehrig's Disease, is a fatal neuro-degenerative disorder that affects the person's motor neurons that carry messages to the muscles resulting in weakness and wasting in arms, legs, mouth, throat and elsewhere; typically the person is immobilized within two to five years of the initial diagnosis. There is no known cause or cure yet, but there is hope through the ALS Society of BC.

SEYMOUR GOLF & COUNTRY CLUB

Seymour Pro Golfs 17 Hours For ALS

ALS Society of BC | July 13, 2020



Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

Seymour Golf & Country Club

On June 26th, Seymour's head golf pro was joined by several others in golfing a total of over 144 holes.

In an appreciation letter to his supporters, Dale Schienbein, PGA of Canada Head Professional, Seymour Golf & Country

Club writes:

"I started my day with a 3:30 alarm call and teed it up Thursday morning at 4:50 with one of my Associate Professionals, Lenny Cyr (Lenny played the first three rounds with me) and was later joined by Seymour Professionals, Trevor, Connor and Lindy throughout the day."

Playing a total of five rounds, Schienbein scored an average of 77, making seven birdies and one eagle. Cyr played 54 holes and had 14 birdies.

"I enjoyed all the rounds but the third one was a special one as my son joined Lindy, Trevor and I and we had a great round," says Schienbein. "Sam hadn't played since last year and while he loves the game, hasn't had a chance to play much over the past year. He was super nervous and started out his round with a birdie on the first hole beating my par! The rest of the day was enjoyable for all of us and certainly reinforced with me that this game is so much more about the people you are playing with versus just the score!"

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Canada's #1 Community Newspaper

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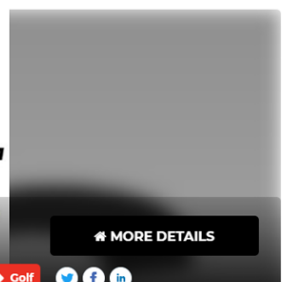
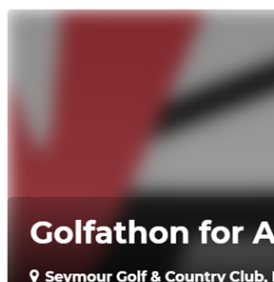
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“I am very proud to report that through your support we were able to raise a new record

\$31,105.00 (and pledges are still coming in) for the ALS Society of BC. Over the past 14 years, Seymour continues to lead the Province raising over \$326,000 for the ALS Society!”

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

Thank you letter from Dale Schienbien

July 13, 2020

Good Evening,

Please accept this thank you as my appreciation for your donation to the ALS Golf-A-Thon that I participated in a couple of weeks ago. To date I have received over 170 pledges (a new record) from Members and Staff of Seymour G&CC, friends and fellow golf industry associates. Thank you!!!

I started my day with a 3:30 alarm call and teed it up Thursday morning at 4:50 with one of my Associate Professionals, Lenny Cyr (Lenny played the first three rounds with me) and was later joined by Seymour Professionals, Trevor, Connor and Lindy throughout the day. Additionally, our Pro Shop Students were well represented with Jack, Mitch and my son, Sam joining me for various rounds as well. Heeding my own advice on the importance of warming up, I elected to even hit some balls before the day started – not from a performance perspective but more injury prevention! At 4:18am, I found myself hitting balls into the slightly brightening eastern horizon.

For as bad as this year’s spring and summer’s weather has been our day was outstanding. The first round was a bit cool but sweaters sufficed and the rest of the day we were in shirt sleeves! It rained the day before and the day after so we definitely were fortunate with our conditions!

One thing that struck me about participating in a “full” day of golf was the transition of sound. Starting out on the range all I could hear were the frogs croaking from the pond on 18 (the birds hadn’t even woken up yet)! Then one could hear the birds as the sky brightened. Shortly thereafter (5th hole) the engines starting up from the Seymour Grounds staff beginning their day were heard. Next came the sound of traffic on the Parkway and the general hum of the day continued. The sounds abated in reverse order and funny enough we ended playing the 18th hole with a big frog watching us while sitting on the fringe of the 18th hole!

Most importantly, I am very proud to report that **through your support** we were able to raise a **new record \$31,105.00** (and pledges are still coming in) for the ALS Society of BC.



Jack, Mitch, Sam Schienbien, Rick Poliquin Past Director ALS BC, Dale Schienbien, Lenny Cyr

Over the past 14 years, **Seymour continues to lead the Province raising over \$326,000** for the ALS Society!! Thank you so much!!!! Please know that **you are making a difference both for ALS patients and in the lives of their family members!!**

How was the golf you are wondering?

I had rounds of 77-75-77-78-78 for an average of 77.0. With the CoVid closure and all the extra work related to the startup I had not played since last November so I was pleased with the scores. My short game wasn't very sharp and once again this year, I made a lot of "middle of the fairway" bogeys. Next year I will have to get out and play a few times before the Golf-A-Thon! While the scores always matter to some degree, I certainly enjoyed being out there playing. There were many a day through March and April when we were closed when I wondered if there would be any golf this year? Like all of you, I certainly appreciate the game even more based on the CoVid effects this year!

Some additional fun facts:

- Lenny played 54 holes and had 14 birdies! He shot 33 on the front nine of our first round and when the dust settled he had 7 birdies in that round and shot 68!
- Lenny had rounds of 68-70-76
- Lindy played 36 holes (most she has played in one day in 15 years)!
- I made 7 birdies and 1 eagle and didn't lose a golf ball!
- I went through 6 water bottles!
- I packed food for the day and was able to keep the wildlife out of the small cooler. I am pleased to say they were shut out from dining with my compliments!
- Total elapsed time of golf was just over 17 hours
- I went through 4 Advils which was an improvement over past years so that was gratifying!
- I wore a Fitbit and achieved my normal daily 12,000 step goal by the 12th hole of round 2
 - ◊ Total number of steps was 39,427 steps
 - ◊ Climbed the equivalent of 119 floors (in and out of a lot of bunkers J)
 - ◊ Burned off 4,974 calories
 - ◊ Walked a total of 17.32 miles (even though I did ride in a cart for the 90 holes)
- I enjoyed all the rounds but the third one was a special one as my son joined Lindy, Trevor and I and we had a great round. Sam hadn't played since last year and while he loves the game, hasn't had a chance to

play much over the past year. He was super nervous and started out his round with a birdie on the first hole beating my par! The rest of the day was enjoyable for all of us and certainly reinforced with me that this game is so much more about the people you are playing with versus just the score!

- Aside from a few aches and pains, the next day was a regular day at work – just a little tired
- Similar to past years, I had hoped I would play more holes than e-mails received that day. Regrettably I wasn't even close this year with 122 waiting for me the next day!! Aughhh!!



Sam Schienbein and Dale Schienbein



Last hole — 2020 Seymour Golf & Country Club

I am hopeful to collect the pledges over the next couple of weeks. Your pledges can be settled via a charge to your Seymour Club account, a check made payable to the ALS Society of BC or cash. For the Seymour Members who are receiving this email, if you wish your pledge be charged to your Seymour account, I hope to have this charged on your July statement. If you would rather pay via cash or check (assuming you haven't given us prior direction) kindly reply to this e-mail with your wishes. For those of you, who have already settled your pledge, thank you. (I am sending this note to everyone who made a pledge - I recognize some of you may have already dropped off your pledge money, given us direction to charge your Club account or made your donation through the ALS website).

Here is a brief message from Ms. Wendy Toyer the Executive Director of ALS Society of BC:

Words cannot adequately express my sincere gratitude for your outstanding support of people living with ALS in British Columbia. It is because of your support the ALS Society of BC can offer numerous services to enhance the quality of life for people living with ALS throughout BC and the Yukon at no cost to them, and with no wait list. Without support, the cost per family would be between \$150K - \$250K in direct and indirect costs throughout the course of the disease.

To give you some idea as to how much we can do with the funds that are raised, with \$10,000, we can:

- *purchase 3 pieces of lift equipment or service 10 power wheelchairs for equipment loan program,*
- *send 10 children of ALS patients to Camp Alohi Lani, or*
- *provide 89 medical appointment trips to those patients who are unable to provide transportation themselves.*

It is because of your support, ALS BC can dare to dream big! Thank you.

From the bottom of my heart, thank you. Your support is making a huge difference in the lives of people affected by ALS.

Warmest regards,

*Wendy Toyer, Executive Director
ALS Society of BC*

Thanks again for your support!!! The ALS Society of BC will be issuing tax receipts and sending them directly to each of you.

Kindest regards,

Dale

Dale Schienbein
PGA of Canada Head Professional
Seymour Golf & CC



SPUR VALLEY GOLF RESORT

Spur Valley Pros Golf 12 Hours For ALS

ALS Society of BC | July 13, 2020

Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

Spur Valley Golf Resort



On June 22nd, Kevin Bennett, Kelly Gordon and Brandon Csokonay held their Golfathon from 6:20am to 6:05pm. Playing 117 holes each, they played a total of 13 rounds (9-hole facility). Their friend, Jeremy Dixon, came out as well to play a few rounds with them.

Other stats included an average score for each golfer of 37.18 for 9 holes, and the lowest score a 32.

The golfers also recorded 27 birdies during their rounds. On their final hole, two out of three of the players each scored a birdie.

According to Kevin Bennett, Head Golf Pro at Spur Valley Golf Resort, many of the club members came out in their carts to cheer them on. They also had coffee, sandwiches and burgers delivered to them on the course.

To date, the golfers have exceeded their fundraising goal of \$1,500, with more donations still coming in.

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

ALS Society of BC
June 22 at 9:09 AM · 🌐

Best wishes to The Vancouver Golf Club, Spur Valley Golf Resort & Northview Golf & Country Club on their Golfathon for ALS today!

Support their efforts to golf from sunrise to sunset in support of people living with ALS.
Donate today at www.golfathonforals.com
PGA of BC


PGA
BRITISH COLUMBIA


GOLFATHON
for ALS

Presented by


PACIFIC BLUE CROSS

ST. EUGENE GOLF RESORT & CASINO

Local golfers go long and deep for ALS

E-Know | July 17, 2020

During the months of June and July golf professionals in B.C. select a day to golf from sunrise to sunset to support those living with ALS. To raise awareness and funds for the ALS Society of BC, they golf as many holes as possible.

Golf by nature has built in physical distancing. Additional safety procedures have been implemented such as no physical contact between golfers, no contact surfaces and single carts. The PGA of BC remains committed to supporting people living with ALS. Because ALS does not give up and neither will we.

A number of local courses have already taken part in the 15th annual PGA of BC Golfathon for ALS.

On July 2, St. Eugene Golf Resort & Casino's Cindy Soukoroff, Mike Pearson, and Doug Schneider golfed from 5 a.m. to 8 p.m. They combined for a total of 144 holes; Soukoroff golfed 72 holes; Pearson, 18; and Schneider, 54.

"I would like to thank all the donors, especially a donor who made a \$1,000 donation," said Soukoroff, Head Golf Professional, St. Eugene Golf Resort & Casino. According to Soukoroff, their Golfathon is held in honour of her friend's father, as well as a member of the golf club, who are both living with ALS.



On June 16, Michael Midyette, Scott Lawlor and Jack Nordquist started their Golfathon at Windermere Valley Golf Course at 5:45 a.m. Ending the day at 11:15 p.m., they golfed a total of 432 holes altogether.

"We are happy to support the ALS Society and be part of this event," says Michael Midyette, Head Professional, Windermere Valley Golf Course. "Scott almost made a hole in one. Due to COVID-19 restrictions, we have risers in the hole so the ball didn't not go in."

Copper Point Golf Club's Brian Schaal, Scott McClain, Dennis Bradley and Dale Moore recorded an epic 822 rounds on the Ridge Course on June 17.

The started at 4:55 a.m. and swung away until 10:38 p.m. (17 hours 43 minutes). Along the way they played: 3,012 strokes; 88 Birdies; five Eagles and; one hole-in-one by Brian Schaal on Hole No. 7 in round four. The four-some helped raise in excess of \$21,000.



On June 22, Kevin Bennett, Kelly Gordon and

Above two images St. Eugene Golf Resort and Casino photos

Brandon Csokonay held their Golfathon at Spur Valley Golf Resort from 6:20 a.m. to 6:05 p.m. Playing 117 holes each, they played a total of 13 rounds (nine-hole facility). Their friend, Jeremy Dixon, came out as well to play a few rounds with them.

Other stats included an average score for each golfer of 37.18 for nine holes, and the lowest score a 32.

The golfers also recorded 27 birdies during their rounds. On their final hole, two out of three of the players each scored a birdie.



According to Kevin Bennett, Head Golf Pro at Spur Valley Golf Resort, many of the club members came out in their carts to cheer them on. They also had coffee, sandwiches and burgers delivered to them on the course.

To date, the golfers have exceeded their fundraising goal of \$1,500, with more donations still coming in.

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

Photos courtesy PGA British Columbia Golfathon for ALS.



Cindy Soukoroff @cmsouk · Jul 2

54 holes done...36 walked. 18 more to walk in the @PGAofBC Golf-a-thon for ALS to raise awareness and funds for @ALS_BC

Please follow the link if you would like to learn more or donate.
events.alsbc.ca/site/TR?px=110...




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Cindy Soukoroff @cmsouk


Today I played a total of 72 holes (18 with Mike using power carts at 5 am. and 54 walking the course with Doug until 8 pm).


Participating in the @PGAofBC Golfathon for ALS is a way of raising awareness and collect donations to help those living with ALS in BC.


Jul 2, 2020







 48,035

 94

 32.75

 4,617

 542

TALKING ROCK GOLF COURSE

Kamloops and area professionals to participate in PGA of BC Golfathon for ALS Kamloops This Week | June 15, 2020

Four Kamloops and area courses will participate this month in the PGA of BC Golfathon for ALS.

Golf professionals from Kamloops Golf and Country Club, Mount Paul Golf Course, Quilchena Golf and Country Club and Talking Rock Golf Course will golf from sunrise to sunset to raise money and awareness to support those living with Amyotrophic Lateral Sclerosis.

Nathan Grieve and Jeff Liddle will be in action at Talking Rock and Brett Burgeson and Alec Hubert will hit the links at KGCC.

Donate online at golfathonforals.com.



Talking Rock Pros Golf 16.5 Hours for ALS

ALS Society of BC | July 3, 2020

Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.

Talking Rock Golf Course

On June 24th, Nathan Grieve and Jeff Liddle played a total of 202 holes. Golfing from 4:25am to 9:00pm, they also scored 92 birdies and two eagles.



"It was a very rainy day, but for a good cause it was all worth it," says Nathan Grieve, Director of Golf, Talking Rock Golf Course.

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.



THE OKANAGAN GOLF CLUB

Pros golf sunrise to sunset for ALS

Merritt Herald | July 6, 2020



Lee Ranger, Steve Coulthard, and Josh Horsthius golfed as many holes as they could on June 24 to raise money for ALS research.

Every golfer's dream was carried out by three pros at the Okanagan Golf Club on June 24 for charity.

Lee Ranger, Steve Coulthard, and Josh Horsthius took to the links from sunrise to sunset to raise money for ALS research, on behalf of the annual PGA of BC Golfathon.

From 4:55a.m. to 9:15p.m., the three pros were able to play a round of 468 holes.

"(We are) golfing in memory of my dad, Dave Ranger, who passed away in January," said Ranger, who is the club's director of golf.

"I had a fifteenth club in the bag for Dad, and one of our duck decoys that we shared back when we would go duck hunting together. We also had Aries, our PADS Service Dog in training, who was along for 36 holes."

Ranger called Aries "a scratch golfer."

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Throughout the monster round, the trio was able to manage to score 69 birdies, three eagles, and even a double eagle from Horsthius who managed a two on a par five.

The Okanagan Golf Club is one of 28 golf courses taking part in this year's Golfathon, with the club having raised \$1,000 to date.



VANCOUVER GOLF CLUB

Vancouver Pros Golf 15 Hours for ALS

ALS Society of BC | June 24, 2020

Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.



Vancouver Golf Club

On June 22nd, Mike Heenan, Bob McCusker, and Dean Kuntz started their Golfathon at 6:30am. Playing until 9:30pm, they golfed 83 holes each.

“We’d like to thank the Vancouver Golf Club and its members for their great generosity,” says Mike Heenan, Associate Golf Professional, Vancouver Golf Club. “We have raised more than expected now at \$22,000. We look forward to participating next year.”

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

WILLIAMS LAKE GOLF & TENNIS CLUB

Day, Long to raise funds for Golfathon for ALS

Williams Lake Tribune | June 13, 2020

This year’s Golfathon for ALS will mark Day’s fifth consecutive time participating in the fundraiser.

Two Williams Lake residents will golf from before sunrise until sunset this month while raising awareness and funds for the ALS Society of B.C.

Williams Lake Golf and Tennis Club general manager Morgan Day and WLGTC employee Dayton Long — both multi-time participants in the fundraiser — will take to the links for the PGA of BC Golfathon for ALS on June 24 where they will golf as many holes as possible.

This year’s Golfathon for ALS will mark Day’s fifth consecutive time participating in the fundraiser. This will be Long’s second year fundraising in support of ALS.

In 2019 Day played an incredible 10 rounds, or 180 holes, of golf throughout the day. He dedicated last year’s golfathon to longtime WLGTC member and supporter Bill Montgomery, who died just prior to the event after a 10-year battle with ALS.

This year, additional safety procedures have been implemented, such as no physical contact be-

tween golfers, no contact surfaces and single carts, due to the ongoing COVID-19 situation.

The WLGTC is one of 30 golf courses throughout B.C. taking part in this year's 15th annual golfathon.

ALS, also referred to as Lou Gehrig's Disease, is a fatal, neurodegenerative disorder that affects a person's motor neurons that carry messages to the muscles resulting in weakness and wasting in arms, legs, mouth, throat and elsewhere. Typically, a person is immobilized within two to five years of the initial diagnosis. There is no known cause or cure yet for ALS.

"On behalf of the association, I am extremely proud of the PGA of BC's involvement with the Golfathon for ALS, benefiting the ALS Society of BC patient services," said Donald Miyazaki, executive director of the PGA of BC.

"Throughout our years of participation, the efforts of countless golf professionals and volunteers have helped raise over \$1.9 million. The program has assisted tens of thousands of individuals throughout B.C. affected by this deadly disease. I am confident that with the continued support of our members, 2020 will be yet another successful PGA of BC Golfathon for ALS."

Visit www.golfathonforals.com, click on 'Participating Courses' and find the WLGTC to donate.



Williams Lake Golf and Tennis Club general manager Morgan Day (right) and pro shop employee Dayton Long will once again take part in the Golfathon for ALS, benefiting the ALS Society of B.C. Day and Long will start golfing early, playing as many holes as possible, on June 24 while raising funds for ALS awareness and support services. (Greg Sabatino photo)



Williams Lake Golf and Tennis Club
June 25 at 12:37 PM · 🌐

What a day it was yesterday!

A huge thank you to **Dayton Long** for participating in this years Golfathon for ALS and for all of the amazing support we received from the membership and community.


From our hearts to yours, Thank You! ... See More






95


7 Comments 2 Shares



Goat FM
June 24 at 7:00 AM · 🌐

The Golfathon for ALS is today at the Williams Lake Golf and Tennis Club! On the course are Dayton Long and WLGTC general manager Morgan Day. You can still contribute to their fundraising today at the pro shop or ALS Society of BC. Dale.





22

10 Shares

Day, Long, play eight straight rounds in support of Golfathon for ALS

Williams Lake Tribune & BC Local News | June 25, 2020



The Williams Lake Golf and Tennis Club's Dayton Long (left) and Morgan Day stand next to their PGA of BC Golfathon for ALS scoreboard after finishing their 72nd hole of the day. The duo went on to play eight rounds, or 144 holes in total — all while collecting pledges online and in person at the course to help raise funds for the ALS Society of BC.

Dressed in purple golf attire representing the colour of Amyotrophic Lateral Sclerosis awareness, Morgan Day and Dayton Long golfed from sunrise to sunset Wednesday in Williams Lake as part of the annual PGA of BC's Golfathon for ALS.

The goal: raise funds by collecting pledges online and at the Williams Lake Golf and Tennis Club pro shop while playing as many rounds of golf throughout the day as possible.

Starting from the first tee at 4:45 a.m., the duo managed to complete eight rounds of golf, or 144 holes, under what were gorgeous, sunny skies throughout the day.

For Day, who is the general manager at the WLGTC, this was his fifth year playing in the fundraiser. Long, also an employee at the course, was taking part in his second year of the event.

Both have seen the devastating effects of ALS first hand as, in 2019, longtime WLGTC member, golfer and supporter Bill Montgomery — after a 10-year battle with the disease — died just prior to the fundraiser.

As of Thursday morning, June 25, \$3,715 of the duo's \$5,000 goal had been raised.

Funds collected will go to the ALS Society of BC helping to provide direct support to patients, their families and caregivers through its services including an equipment loan program, raising funds for patient ser-

vices and research and increasing public awareness and understanding of ALS.

ALS, also referred to as Lou Gehrig's Disease, is a fat neurodegenerative disorder that affects the person's moto neurons that carry messages to the muscles resulting in weakness in arms, legs, mouth, throat and elsewhere. Typically, the person is immobilized within two to five years of the initial diagnosis.

There is no known cause or cure yet, but there is hope through the ALS Society of BC.

Donations can still be made online at www.golfathonforals.com, clicking on 'Participating Courses' and then the Williams Lake Golf and Tennis Club. They can also be made in person at the WLGTC pro shop.



Williams Lake Golf and Tennis Club employee Dayton Long sends his tee shot down the fairway at the 10th hole. Long and WLGTC general manager Morgan Day played from sunrise to sunset as part of the PGA of BC's Golfathon for ALS. (Greg Sabatino photo - Williams Lake Tribune)



Dayton Long sinks a put on the ninth green at the WLGTC. (Greg Sabatino photo - Williams Lake Tribune)



WLGTC general manager Morgan Day drains a long eagle putt on the ninth green. (Greg Sabatino photo - Williams Lake Tribune)



Dayton Long hits his approach. (Greg Sabatino photo - Williams Lake Tribune)



Williams Lake Golf and Tennis Club general manager Morgan Day tees one up off the 10th hole Wednesday while participating in the PGA of BC's Golfathon for ALS. (Greg Sabatino photo - Williams Lake Tribune)

WINDERMERE VALLEY GOLF COURSE

Marathon golf game in Windermere raising money for ALS

Total Country B104 | July 21, 2020

Three local golfers are hitting the links from dawn to dusk to raise money and awareness for ALS.

Dale Moore, Michael Midyette and Scott Lawlor of the Windermere Valley Golf Course are playing their home course Tuesday in support of the disease.



Photo courtesy of Windermere Valley Golf Course

ALS – often referred to as Lou

Gehrig's Disease – is a fatal disorder that causes weak muscles and can immobilize victims within two to five years.

There is currently no known cure for the disease.

A similar event will be held in Cranbrook at St. Eugene Golf Resort & Casino on June 29th as part of PGA of BC's Golfathon for ALS.

Windermere Valley Pros Golf 17.5 Hours for ALS

ALS Society of BC | June 23, 2020

Throughout the province, golf professionals have been participating in the 15th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfing from sunrise to sunset, they golf as many holes as possible to raise funds and awareness for people living with ALS.



Windermere Valley Golf Course

On June 16th, Michael Midyette, Scott Lawlor, and Jack Nordquist started their Golfathon at 5:45am. Ending the day at 11:15pm, they golfed a total of 432 holes altogether.

"We are happy to support the ALS Society and be part of this event," says Michael Midyette, Head Professional, Windermere Valley Golf Course. "Scott almost made a hole in one."

Due to COVID-19 restrictions, we have risers in the hole so the ball didn't not go in."

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers provided by the ALS Society of BC.

Help support your local golf professionals to raise awareness and funds for the ALS Society of BC.

THANK YOU!

This year, we had over 70 golfers participate in the 15th Annual PGA of BC Golfathon for ALS!

It is because of your support and dedication that we are able to offer the following services:

- A Day of Caring for Caregivers across BC
- Extensive Equipment Loan Program
- Transportation assistance for people living with ALS
- Support programs for caregivers and children affected by ALS
- Psychological support to people affected by ALS (patients and their family members)
- Web based Care Connections program
- Applied research programs
- Support from the ALS Centre Specialists
- Mobile Clinics
- Living with ALS Support Groups
- Increased awareness and education
- Camp Alohi Lani for youth who have a parent, grandparent, or guardian living with ALS

ADVERTISING & MARKETING

TV & WEB



April-May: Golfathon events highlighted on Global BC Community Events Calendar webpage

May: Golfathon events promoted on 'Our BC' and BC1 Community Calendars

June: 30-second Golfathon PSA aired on Global BC News and BC1

RADIO



CKNW aired 160 Golfathon for ALS radio ads during the month of June.

See addendum for more details on Corus Entertainment coverage

SOCIAL MEDIA



Golfathon for ALS updates are featured on all ALS BC social media platforms

Facebook: @ALSBC

Twitter & Instagram: @ALS_BC

Stories and event information featured on Golfathon website:

www.golfathonforals.com

PRINT

Local media outlets are informed of event details through press releases sent out by ALS BC.

ALS SOCIETY OF BC 2020 Annual Campaign

Presented by Corus Entertainment
NOVEMBER 2019



corus....



30-sec Golfathon PSA

Schedule Recommendation



Dates TBC: June 1 – June 29, 2020

Global BC

106 x 30 second Golfathon commercial

Frequency is 26/27 x per week

Audience: 1,161,600 Adults 25-54

PSA Schedule throughout 2020: We will make best efforts to match your dollar spend on Global BC with your 30 second PSA on Global BC, BC1 and US Spill (see US Spill slide). Suggested dates to start at the same time as the paid campaign but continue beyond the end date and spread the messaging beyond the main timeframe.

Air Time Value: \$39,286

Client Investment: \$19,643.40 net

BC1

56 x 30 second PSA Commercials

Frequency is 14 x per week (buy one, get one)

Audience: 60,800 Adults 25-54

Air Time Value: \$1,950

Client Investment: \$975 net



US Spill

Extend your message...beyond Global and BC1

As a valued partner of Corus Entertainment, we will facilitate your PSA exposure on the Shaw US Spill channels. These networks cannot be bought and only Non-Profit and Charitable clients can access this airtime. This represents a valuable and efficient extension of our conventional television networks to include a wider audience for your charitable initiative.

The US Spill stations deliver high frequency, high value schedules targeted at our key demographics. The ability to access high value programming like **The Walking Dead**, **Anderson Cooper 360°**, **Out Daughtered**, **Criminal Minds**, and **Storage Wars** is an opportunity that few clients have access to.

Corus Entertainment will facilitate exposure for **ALS Society of BC** on all 14 networks with a minimum of 1 occasion per day, per network. **That's a total of 98 occasions each week!** Our recommendation would be to target the fundraising period, Golfathon, and Walk periods.

Weekly Air Time Value: \$15,836.80



'Our BC'

30-sec Community Calendar

'Our BC' Community Calendar is a 30-second community calendar hosted by Global BC Community Reporter Michael Newman that airs seven days a week in both prime and fringe news programming a minimum of 10 times. It features 2 events that are happening in and around our city and province.

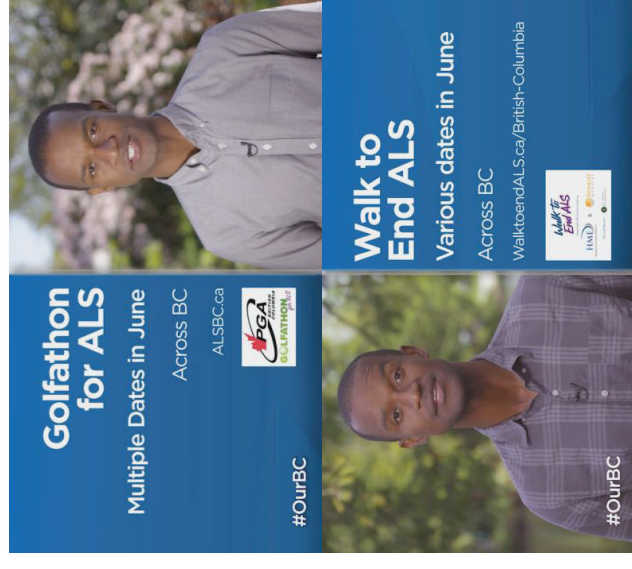
It also directs viewers to our website for more information where the details will be listed with a direct link to your website as well as your logo.

We will promote ALS Society of BC events for 2 weeks on the calendar:

- Walk To End ALS event: May 15-21, 2020
- Golfathon event: May 22-38, 2020

Promotional Value: \$30,000

Please Note: The above promotional dates have been tentatively booked. Rescheduling to another date/week may not be available. Once it is booked/confirmed, a form will be sent to you to fill out. Please complete it and send it back to us at your earliest convenience.



BC1 Community Calendar

Zone 4

BC1 Community Calendar is a community calendar airs on an ongoing basis on BC1.

In Zone 4, we promote events that are happening in and around our province and charity fundraisers.

We will feature a link to the [Golfathon](#) and [Walk To End ALS](#) websites.

This message airs an average of 80 times per day, a total of 560 airings over 1 week.

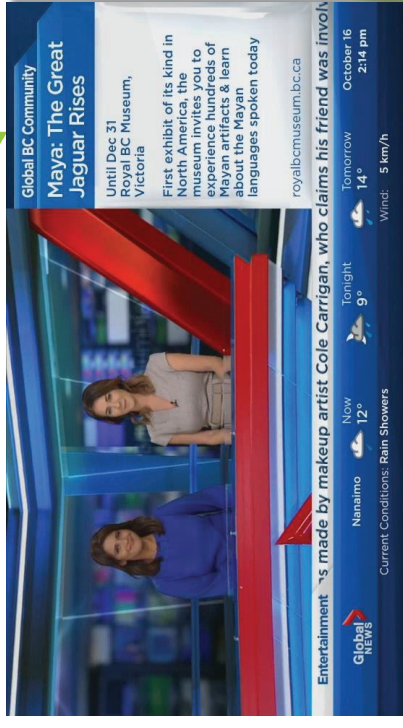
We will promote ALS Society of BC events for 4 weeks on the calendar:

- Golfathon event (2 weeks in May – dates TBC)
- Walk To End ALS event (2 weeks in May – dates TBC)

Promotional Value: \$20,000



Zone 4



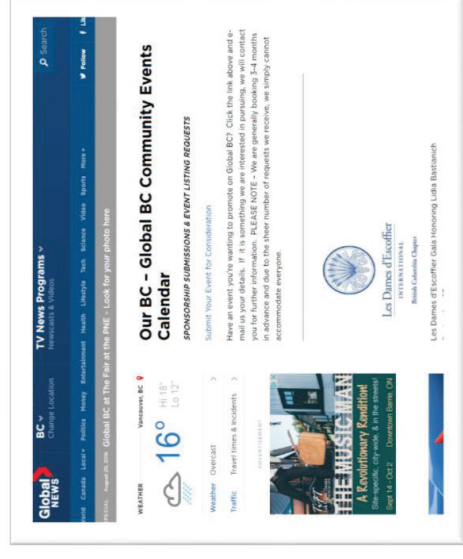
Global BC Website

ALS Society of BC events will be highlighted on our Global BC Community Events Calendar webpage – <http://globalnews.ca/pages/global-bc-community-events/> - with a description of each event and logo that links back to the [Golfathon](#) and [Walk To End ALS](#) websites.

We will promote ALS Society of BC events for 6 weeks on the website:

- April/May for Golfathon event (4 weeks)
- May/June for Walk To End ALS event (2 weeks)

Promotional Value: \$6,000



Social Media Integration

Global BC will highlight ALS Society of BC events through either our Global BC Community Central Facebook page or Global BC Instagram.

This is yet another way to engage our viewers and extend the reach of your television campaign.

Promotional Value: \$2,800
(based on 4 Facebook posts)



Global BC Community Central
48,400+ likes



@GlobalBC
80k+ followers



30-sec Golfathon PSA

Schedule Recommendation

- Dates: June 1-29, 2020 TBC
- 80 x paid spots PLUS 80 x PSA no charge spots over 4 weeks
- Audience: 1,840,604 adults 35+

Air Time Value: \$12,000

Client Investment: \$6,000



On Air Content

Community Rundown Event Calendar Mentions

Is a shared 30 second spot with up to 3 other clients, mentions will include all of the important info about your event in a quick and concise spot directing our listeners to find out more at the Online Community Rundown Page.

The Community Rundown Calendar airs 4 times a day throughout the week.

We will promote ALS Society of BC events:

- 56 inclusions in the Community Rundown Mentions (28 inclusions per event)
- Run dates: One week prior to events TBC x 2 events

Promotional Value: \$11,200



Online Content

Online Community Rundown Events Page

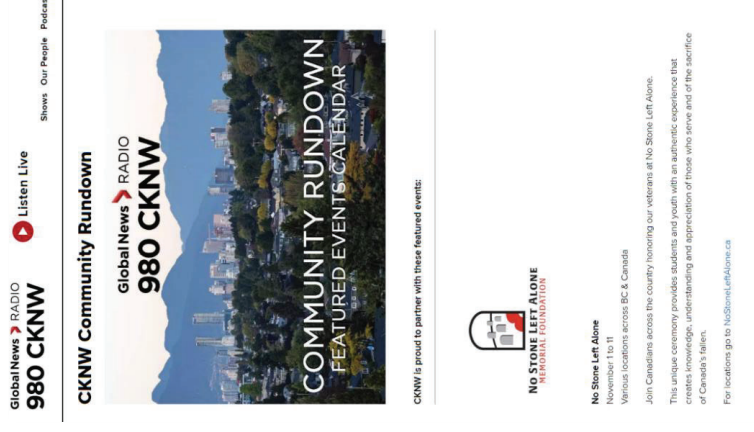
Event page inclusion with image, location, time and date of event as well as brief write up or description of event and link to event website.

This page is the go to for events that CKNW is involved with, it is a mix of community, charity and commercial events happening throughout the lower mainland.

We will promote ALS Society of BC events:

- 8 weeks inclusion on the Community Rundown Online Events Calendar (4 weeks per event)
- Run dates: 4 weeks leading up to events TBC x 2 events

Promotional Value: \$8,000



Online Content

Newsletter Inclusion

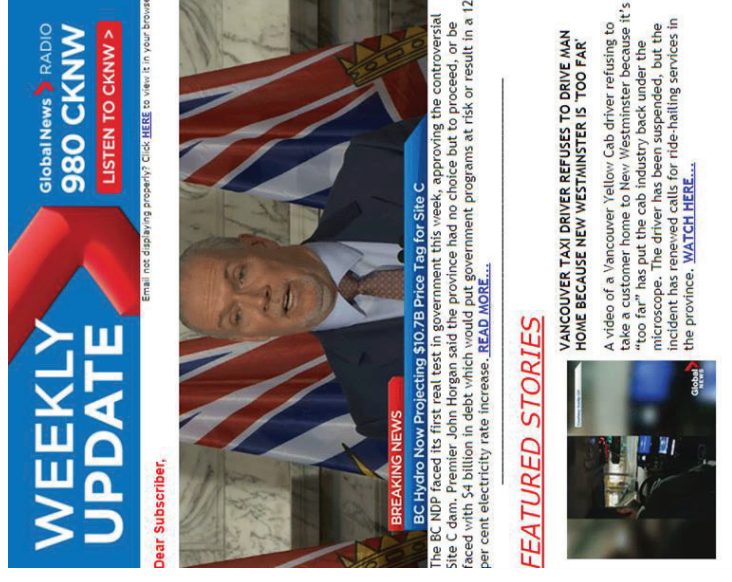
Weekly Newsletter highlighting the top stories affecting the Lower Mainland sent to over 6,500 subscribers.

Your inclusion will feature 2 – 3 sentences, an image and link to the Community Rundown, contest page or direct link to your site.

We will promote ALS Society of BC events:

- 2 inclusions in the eNewsletter (1 per event)
- Run dates: One week prior to events TBC

Promotional Value: \$4,000



Social Engagement

Social Media Inclusion

One Promotional Post per event on either our Facebook or Twitter Page. Post will include a brief write up of event with tag and link to CKNW's Community Rundown Page.

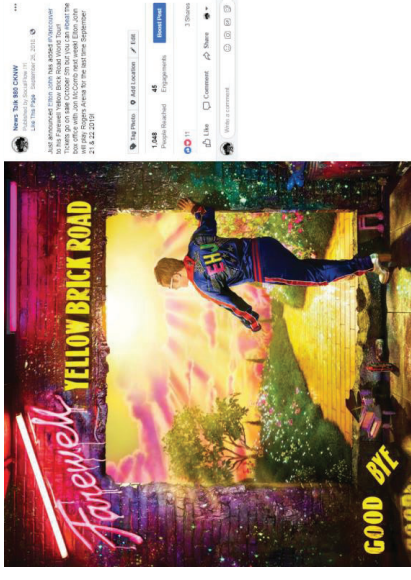
We will promote ALS Society of BC events:

- 2 posts (1 post per event)
- Run dates: Posted the week of the events TBC

Promotional Value: \$2,000



91.5K+ followers



News Talk 980 CKNW
20K+ likes

Thank you to the PGA of British Columbia
and Pacific Blue Cross



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With great appreciation to



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