

2021



16TH ANNUAL

GOLFATHON
for ALS

MEDIA BINDER

Presented by



2021 Copper Point Golf Club

"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."



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



Donald Miyazaki, Executive Director, Professional
Golfers' Association

"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 more than \$2.2 million. The program has assisted tens of thousands of individuals throughout British Columbia affected by this deadly disease. After another great year raising funds through this tremendous initiative, I am confident that with the continued participation of our members, 2022 will be yet another successful PGA of BC Golfathon for ALS. Our sincere thanks to all who donated in support of the cause in 2021."



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, 36 golf courses participated in our biggest golfathon to date.

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.

2021 Golf Courses and Participants

Aberdeen Glen Golf Course	Jessey Church
Arbutus Ridge Golf Club	Andrew Hajer & Jayme Young
Beach Grove Golf Club	Jordan Rodda & Brent Derrheim
Black Mountain Golf Club	Russ Latimer & Deryl Priebe
Copper Point Golf Club	Brian Schaal, Scott McClain, Dennis Bradley, Dale Moore & Casey Johnshon
Cowichan Golf Club	Norm Jackson & Gianpiero Denomme
Crown Isle Golf Course	Jared Siminoff, Bill Kelly, Mark Valliere & Brian Wise
Fairmont Hot Springs Resort	Matt Gillett & Jeremy Johnson
Fairview Mountain	Rod Tadey, Tom Huth, Brad Elliott & Justin Brandt
Gallagher's Canyon Golf Club	Lee Alarie & Jason Jurimae
Golf Shuswap	
• Salmon Arm Golf Club	Brad Kennell
• Shuswap Lake Golf Course	Brian O'Keefe
• Shuswap National Golf Course	Dave Munn & Brody St. Martin
• Talking Rock Golf Course	Adam Blair, Nathan Frieve, Jeff Liddle, & Lionel Taylor
Green Acres Golf Academy	Griffin Gilmore

Iron and Wood Simulators	Derek Orr
<ul style="list-style-type: none"> • Blenkinsop Driving Range • Cedar Hill Golf Course • Cordova Bay Golf Course • Gorge Vale Golf Club • Uplands Golf Club 	Mike Heenan & Aaron Grice
	Warren Reeves, Simon Hassel & Callum Ashby
	Dylan Green, Oskars Pavasars, Lance McCullough & Nate Ollis
	Mike Heenan & Aaron Grice
	Ian Stone, Ben Griffin & Michelle McCann
Kamloops Golf & Country Club	Alec Hubert
Long Beach Golf Course	Corey Brent & Michael Evans
Mayfair lakes Golf & Country Club	Brian Coe & Kerry Moffat
Mount Brenton Golf Course	Jan Best
Mount Paul Golf Course	Dan Latin, Brian Wornstaff, Brett Greenman, Dakota Nettles & Greg Lind
Northview Golf & Country Club	Greg Pool, Theo Tanski, Gord Butt, Derek Whipple, Quinn Vilneff
	Keaton Cameron, Clay O'Dell, Dan Naismith & Lindsay Manion
Quilchena Golf & Country Club	Victor Vianzon & John Vu
Radium Golf Group	Steve Haggard, Lace Barber, Matt Kadar & Avery Livingston
Richmond Country Club	Robbie Woods, Graham Ogden, Olivia Reid, Amanda Minni & Dan Yoon
Seymour Golf & Country Club	Dale Scienbein, Lenny Cyr, Mitchell Catania, Trevor McLean
	Connor Rosenlund, Lindy Miyashiro, Sam Schienbein, Roy Abbenbroek & Jack Lucas
Spur Valley Golf Resort	Kevin Bennett & Jason Griffiths
St. Eugene Golf Resort & Casino	Cindy Soukoroff & Mike Pearson
The Okanagan Golf Club	Lee Ranger, Steve Coulthard, Josh Horsthuis & club member
Vancouver Golf Club	Dean Thompson, Dean Kuntz, Mike Grabowski, Jaegen Patron
	Tyson Boylan, Randy Smith & 6 club members
Williams Lake Golf & Tennis Club	Morgan Day & Brody Conroy
Windemere Valley Golf Course	Michael Midyette, Scott Lawlor & Jack Nordquist

Aberdeen Glen Golf Course



CKPG File Image

ALS GOLFATHON

By Caden Fanshaw

Jessey Church raises over \$4k during Annual ALS Golfathon

Jun 18, 2021 | 6:19 PM

“I would like to thank the PGA of BC, ALS Society of BC, Aberdeen Glen Golf Course and all of the people who made donations for making this an extremely successful day. I am proud of what we have been able to accomplish as an organization and hope to continue supporting this event for many years to come.”

On June 2nd, Jessey Church golfed from 3:59am to 10:03pm, playing a total of 128 holes. Averaging 78 each round, with a total of 19 Birdies, 61 Pars, and 48 Bogies.



It's #LouGehrigDay today — perfect timing for @jchurchpga's Golfathon for ALS @AberdeenGlen, and he's off to a great start this morning!

Cheer on Jessey as he tries to complete 180 holes today, and make a donation at golfathonforals.com!



jchurchpga
Aberdeen Glen Golf Course



You

8:21 AM · Jun 2, 2021 · Twitter for iPhone

Arbutus Ridge Golf Course

Cowichan duo tackling PGA of B.C.'s Golfathon for ALS

Check News | June 9th, 2021

June 9, 2021 UPDATED



WATCH | Andrew Hajer and Jayme Young will take to the Arbutus Ridge Golf Course to play 100 holes in a day to raise money for the ALS Society of B.C.

CHEK

At the Arbutus Ridge Golf Course, their golf professionals are preparing for a true test of endurance. 100 holes of golf in one day. It's all part of the Professional Golfers' Association of B.C.'s annual Golfathon for ALS. Since 2005 courses across B.C. have participated throughout the month of June and this year is no different. "Hundreds of professionals from all over the province will be golfing from sunup to sundown at some point in the month of June to raise funds for ALS," says golf pro Andrew Hajer. "It funds ALS research and it also funds people living with ALS, it gets them the medical equipment that they need to get through their lives," adds Hajer.

Both Hajer and coworker Jayme Young have participated in the event multiple times and have a personal connection to ALS. "We did have a connection with one of our members that was diagnosed with it and being a part of this to help him out and help out his family, it just made it that much more special to be a part of it," says Young. "You know we really get to know the members, they almost become a big family for you," says Hajer. "You get to know them, you get to be a part of their lives and when things like ALS affect the members they affect you." On June 10, the pair will hit the course for 100 holes in hopes of raising \$7,000 for the ALS Society of B.C. The event will be an all-day affair. "It usually takes us about 11 to 12 hours to play the whole 100 holes," says Young. "We're up at four to get here and out on the first tee at five o'clock in the morning," adds Young.

Beach Grove Golf Club

Beach Grove Professionals Teeing it up for ALS

Delta Optimist | June 18th, 2021

These are hectic days for the pro shop staff at the Beach Grove Golf Club, but it still won't stop them from taking part in an important awareness and fundraising event.

Beach Grove is among the 30-plus clubs across the province participating in the 16th annual PGA of BC Golfathon for ALS, presented by Pacific Blue Cross. On Monday, June 21, club head professional Brent Derrheim and assistant pro Jordan Rodda will play 10 consecutive rounds of golf or 180 holes.

Jun 18, 2021 9:00 AM By: [Mark Booth](#)



On Monday, June 21, club head professional Brent Derrheim and assistant pro Jordan Rodda will play 10 consecutive rounds of golf or 180 holes. | Mark Booth/Delta Optimist

It's about the 10th year Derrheim has participated and he paired up with Rodda the last time the event was held in 2019. "It's great. A lot of merit goes to my staff for wanting to take this on and continue to support ALS," said Derrheim. "The main goal is to create awareness for ALS, whether it's participating or donating."

The Beach Grove pros will tee-off around 4:30 a.m. and play on their own until 9 a.m. then join-up with club members for the rest of the day, finishing up around 9p.m.

"In years past, when it wasn't as busy, we would play through groups. Cruise around and play a ton of golf," added Rodda. "Now with it being so busy, we are going to try and find some groups that are supporters or effected by ALS and play with them throughout day."

The private Tsawwassen course has seen membership reach capacity with a waiting list created. The social distance nature of the sport has seen golf thrive during the COVID-19 pandemic and tee times at public courses are hard to come by.

"The activity level here is way up. We are getting upwards of 300 rounds a day here when pre-COVID it was about 200," said Derrheim "We are doing our best to accommodate everyone. They are all getting on the tee sheet, it may just not be the time they want. Weather has been on our side and the course is in great shape.

"It's about being outdoors, getting some exercise and golf is the sport you have still been able to do it. Two-fold is the availability as well. There is an increase in play at public courses and people are joining the private clubs to get access. There are more kids playing too with the limitations of the other sports. Our Junior program is full."

The PGA Golfathon for ALS has raised over \$2.1 million for the ALS Society of BC since 2006.

Beach Grove pros played 17 straight hours of golf for ALS

Delta Optimist | July 12th, 2021



Brent Derrheim and Jordan Rodda teed off at 5 a.m. and played their last hole at 10 p.m. Beach Grove Golf Club head professional Brent Derrheim (left) and assistant pro Jordan Rodda had plenty of fun during their golf marathon for ALS on June 21. BC PGA Beach Grove Golf Club's Brent Derrheim and Jordan Rodda are among the golf professionals who 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.

Derrheim and Rodda completed their "marathon" on June 21st, hitting their first tee shots at 5 a.m. and walking off the course at 10 p.m., golfing a total of 200 holes collectively. The highlight of their day was getting to play with members at the club who have lost loved ones to ALS. It's about the 10th year Derrheim has participated and he paired up with Rodda the last time the event was held in 2019. "It's great. A lot of merit goes to my staff for wanting to take this on and continue to support ALS," said Derrheim, Beach Grove's head professional. "The main goal is to create awareness for ALS, whether it's participating or donating." Help support your local golf professionals to raise awareness and funds for the ALS Society of BC by donating here.

Black Mountain Golf Club

Kelowna father and son golf duo to 'walk and carry' 100 holes for ALS

Kelowna Capital News | June 17th, 2021



Black Mountain Golf Club in Kelowna, B.C. (Black Mountain Golf Club website/Contributed).

Kelowna's Black Mountain Golf Club will help raise money for the ALS Society of BC later this month. It's one of 30 B.C. golf courses participating in the 16th annual PGA of BC Golfathon for ALS.

On June 21st, golfers Deryl Priebe, aged 69, and his son Lance Priebe will try to 'walk and carry' 100 holes, meaning they'll trek the more than 50 kilometers of the course on foot.

Black Mountain Golf Club's courses have big hills the duo will have to climb to get from one hole to the next, all for a good cause. Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, caregivers.

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

Copper Point Golf Club

Valley Courses Teeing Off for ALS

E-Know.ca | June 20th, 2021

Posted: June 20, 2021



Throughout the province, golf professionals have been participating in the 16th 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. Like every year, East Kootenay golf courses dive right into the golfathon.

On June 15th, Copper Point Golf Club's Brian Schaal, Scott McClain, Dennis Bradley, Dale Moore and Casey Johnson golfed from 4:50 a.m. to 10:45 p.m. Other states from their Golfathon includes: Total holes played: 200. Total Strokes played: 2,019. Total birdies: 75. Total Pars: 407. Total eagles: three.

"We preserved through two separate thunder and lightning storm delays that took away approximately five hours of golfing time, but we managed to still play for 13 hours of golf!" said Scott McClain, Head Golf Professional. "CopperPoint Golf Club's PGA of BC professionals remain committed to raising funds and awareness for the ALS Society of BC through the PGA of BC Golfathon for ALS."

Two more Columbia Valley courses tee-off tomorrow (June 21). Spur Valley Resort's Kevin Bennett, Jason Griffiths and Brandon Csokonay and Windemere Valley Golf Course's Michael Midyette, Scott Lawlor and Jack Nordquist will be golfing sun up to sundown. 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.



Cowichan Golf Club



On July 1st, Norm Jackson & Gianpiero Denomme golfed from 6:30am until 4pm, golfing a total of 180 holes collectively. "Truly a special day to be able to play with Gianpiero Denomme who lost his father in 2006 to ALS. Gianpiero and I played in the very first Golfathon when he was 12 years old. We look forward to next year. Very exciting to see Gianpiero become involved with the ALS Society as the Vancouver Island Chapter President." Said Norm Jackson

Crown Isle Golf Club



FOR IMMEDIATE RELEASE

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.

By nature, golf 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 Crown Isle Golf Course is one of over 30 golf courses located across BC participating in the 16th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross.

Golfathon Date: June 28th, 2021

Golfers: Jared Siminoff, Bill Kelly, Mark Valliere & Brian Wise

Fairmont Hot Springs Resort

Fairmont Golfers Play for ALS June 9

E-Know.ca | June 9th, 2021

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.

By nature, golf 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. Fairmont Hot Springs Resort is one of over 30 courses located across B.C. participating in the 16th annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. Golfers Matt Gillett and Jeremy Johnson will golf on June 9th.

"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 \$2.1 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, 2021 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," said Jay Janower, sports anchor/reporter for Global News BC. "My friends 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."



On June 9th Matt Gillett and Jeremy Johnson golfed from 6:30am until 5:30pm, golfing a collective 108 holes. The duo golfed all three courses at the Resort: Riverside, Mountainside & Creekside. Matt had the only hole in one during this years Golfathon! On the Creekside Fairmont Hot Springs Course on hole #7 Matt made the incredible hole in one shot, on his birthday too. Matt and Jeremy walked and carried their bags for all 108 holes.

Fairview Mountain Golf Club

Golfing from Sunrise to Sunset in Oliver for ALS

Oliver News | June 14th, 2021

Four Golfer from Fairview Mountain Golf Club in Oliver will golf from sunrise to sunset on June 29 to support those living with ALS. Golfers Rob Tadey, Tom Huth, Brad Elliott and Justin Brandt have taken up the challenge of golfing as many holes as possible in one day. They have raised \$1,686 so far but are hoping to raise much more for the ALS Society of BC.

Fairview Mountain Golf Club is one of over 38 golf courses located across B.C. participating in the 16th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. "Throughout our years of participation, the efforts of countless golf professionals and volunteers have helped raise over @2.1 million. The program has assisted tens of thousands of individuals throughout B.C. affected by this deadly disease," said Donald Miyazaki, Executive Director of the PGA of BC. Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers. By nature, golf 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.



On June 30th Rob Tadey, Brian McDonald, Matt Miller, Brad Elliott & Justin Brandt golfed from 5am to 4:30pm, playing a total of 144 holes. Combined the golfers had a total of 8 eagles, 52 Birdies, 72 pars, and 12 bogies. Director of golf Brian McDonald said "46 degrees so very hot but highlight was Justin Brandt calling the last birdie putt on the very last hole of the day to go in as a dedication to his mom Paullette whom recently passed away to ALS, Touching moment."

Gallagher's Canyon Golf and Country Club

Fairmont Golfers Play for ALS June 9

CastanetNews | May 31st, 2021



Photo: Gallagher's Canyon Golf Club

During the month of June, Gallagher's Canyon Golf and Country Club will be one of 36 courses that will host golf pro's from sunrise to sunset in support of those living with ALS. Gallagher's Canyon will be one of 30 courses this June that will host golf professionals in a sunrise to sunset golfathon in support of those living with ALS.

To raise awareness and funds for the ALS Society of BC, the golfers are being asked to play as many holes as possible during the 16th annual event. PGA of BC executive director Donald Miyazaki is feeling confident the event will once again be a success. "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 Miyazaki.

"Throughout our years of participation, the efforts of countless golf professional's and volunteers have helped raise over \$2.1 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, 2021 will be yet another successful PGA of BC Golfathon for ALS."

Four hundred people in our province are currently living with ALS. Jay Janower of Global News BC says the ALS cause is close to his 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." Proceeds from the Golfathon for ALS provide much-needed support services and amenities to ALS patients and their families, friends, and caregivers.



Lee Alarie & Jason Jurimae golfed a collective 220 holes

Golf Shuswap



Brad Kennell

Golf Shuswap is a group of 5 local courses joining over 36 golf courses located across BC participating in the 16th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross.

Golfathon Date: June 29th, 2021

Courses & Golfers: **Talking Rock Golf Course** –

Nathan Grieve & Jeff Liddle

Shuswap Lake Estates – Brian O’Keefe

Salmon Arm Golf Club – Brad Kennell

Shuswap National Golf Course – Dave Munn &

Brody St. Martin

Hyde Mountain Golf Course – Bob Genoway



Dave Munn & Brody St. Martin



Brian O'keefe

All 6 golfers started golfing just before 5am, the team set out to golf all 5 courses on what was the hottest day of the year. Starting at Talking Rock Golf Course and finishing 11 hours later at Shuswap National Golf Course, after 5 rounds of golf they golfed a collective 810 rounds.



Nathan Grieve & Golfers takeover the ALS BC Instagram for the day.

Green Acres Golf Academy



Griffin Gilmore

On June 24th Griffin Gilmore golfed from 8am to 8pm, golfing a total of 104 holes throughout the day.

In addition to collecting pledges for the golfathon, \$5 from each lesson in June at Green Acres will be donated to ALS research. On June 24th, \$1 from each bucket of range balls and \$1 from every round of golf will also be donated.

"I had a great time on the course, golfing half the day at Green Acres Golf Course then played the second half at a local Sooke Golf course where members and donors came out to cheer me on as I golfed throughout the afternoon was a special moment." Said Griffin Gilmore.

Iron and Wood Simulators

For 24 hours on July 13-14th sixteen golfers from 7 golf courses around Victoria took shifts in the Iron and Wood simulators from 3pm July 13th to 3pm July 14th. In total they golfed 612 holes in 34 rounds of golf.

"We (Derek Orr and I) came up with the idea, pitched it to other local golf pros and are thrilled with the response we received. We needed to get a little creative this year given the high demand for tee times at our facilities" commented Ian Stone, Head Golf Professional at Uplands Golf Course. "Victoria is a tremendous golf community and we knew there would be lots of support"





List of Participating courses & Professionals:

Uplands Golf Club - Ian Stone, Ben Griffin, & Michelle McCann

Cordova Bay Golf Course - Dylan Green and

Oskars Pavasars, Lance McCullough, Nate Ollis

Cedar Hill Golf Course- Warren Reeves, Simon Hassel & Callum Ashby

Blenkinsop Driving Range - Eric Wang

Gorge Vale Golf Club - Mike Heenan, Aaron Grice

Iron & Wood Golf Simulators - Derek Orr



"Having the ability to play golf through the night at Iron & Wood Golf Simulators gave us a unique opportunity to do something really special for the ALS Society of BC. Who knows how many consecutive hours we might play in 2022" added Golf Professional and Iron & Wood owner, Derek Orr

Kamloops Golf & Country Club

Golfathon for ALS tees off in Kamloops June 24

CFJC | May 26st, 2021



Image Credit: CFJC Today

GOLFATHON FOR ALS

By Aaron Schulze

Golfathon for ALS tees off in Kamloops June 24

May 26, 2021 | 11:33 AM

KAMLOOPS- The Professional Golfers'

Association of British Columbia (PGA OF B.C.) set June 2021 as its month for the 16th annual Golfathon for ALS 2021

On June 24, Kamloopss Golf and Country Club will be one of over 30 golf courses across B.C. throughout the month with professionals golfing from sunrise to sunset- playing as many holes as possible- to raise funds for the ALS Society of B.C.

PGA of B.C. added additional safety procedures, such as no physical contact between golfers, no contact surfaces, and single carts.

ALS, also known 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 intial diagnosis. There is no known cause or cure yet.



On June 21st Alec Hubert started at 4:12am golfing 289 holes finishing at 10:06pm. Alec beat his personal best Golfathon record of 288 holes by one hole this year with 289. Golfing a total of 16 rounds plus one hole Alec averaged a 1 hour and 7 minutes per round, Alec raced around the course raising funds for ALS. With a collective score of 14 over par, 41 birdies and 1 eagle, Alec had a great day on the course.

“My best scoring in prior years was 21 under par, but it was windy this year, so it made for more difficult scoring conditions. Still happy with 14 over. Best round was 69 (8th lap of the day), worst round was 77 (my last of the day)” said Alec Hubert General Manager at Kamloops Golf & Country Club

Long Beach Golf Course



The Long Beach Golf Course is one of over 36 golf courses located across BC participating in the 16th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross.

Golfathon Date: June 22nd, 2021

Golfers: Cory Brent & Michael Evans

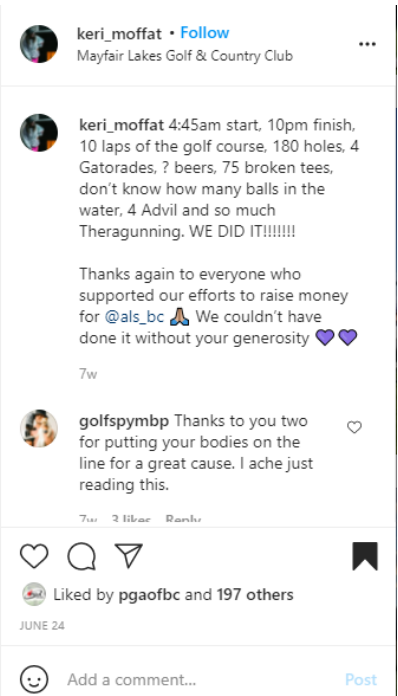
On June 22nd, Cory and Michael golfed 220 holes, golfing two holes more than last year with 12 rounds plus 2 holes of golf on their 9 hole course.

Mayfair Lakes Golf & Country Club

On June 23rd, Brian Coe & Keri Moffat golfed from 4:30am- 10pm playing a total of 10 rounds of golf for a total of 180 holes.

Keri had her career round at Mayfair Lakes on round #7 a 71 (1 under par)

“Both Keri and I are so proud to take part in the PGA of BC Golf-A-Thon for ALS, lending our muscles and raising funds to support such an important cause.



Being our 9th year participating we set out to with our goal of playing 10 rounds which we just snuck in before dark. We would like to thank everyone who generously donated and came out to support us. This year we have raised over \$5000 (our highest total in 9 years) We truly look forward to participating again in 2022!" said head PGA golf pro Brian Coe.

Mount Brenton Golf Course

The Mount Brenton Golf Course is one of over 36 golf courses located across BC participating in the 16th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. On June 1st, Jan golfed 180 holes for ALS.

Golfathon Date: June 1, 2021

Golfers: Jan Best



Jan Best

Mount Paul Golf Course



Brett Greenman, Dan Latin & Brian Wornstaff

The Mount Paul Golf Course is one of over 36 golf courses located across BC participating in the 16th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. The team of 5 golfed a total of 288 holes collectively for ALS.

Golfathon Date: June 23rd, 2021

Golfers: Dan Latin, Brian Wornstaff, Brett Greenman, Dakota Nettles, & Greg Lind

Northview Golf & Country Club



northviewgolfandcour • Following
Northview Golf & Country Club

northviewgolfandcountryclub The Northview ALS Golfathon team played a total of 510 holes (including 123 birdies and 11 eagles!) between 8 people, starting at 5am!

Donations are still open via the link in our linktree in bio.

Shout out to Clay, Theo, & Keaton who aren't in the photo!

#westcoastgolf #alsgolfathon #als #golfathon #charityevent #golflife #golfcourse #golfswing #golfsurrey #vancouver #langley #yvr #yvrorgolf #yvrfoodie #dishedvan

♥️ 💬 📌

Liked by **pgaofbc** and 60 others

JUNE 22

One June 21st, Greg Pool, Theo Tanski, Gord Butt, Derek Whipple, Quinn Vilneff, Keaton Cameron, Clay O'Dell, Dan Naismith & Lindsay Manion golfed a total of 510 holes, with a total of 111 Birdies.

"The group played sporadically from 6:00am to 8:30pm. A great day for team-building and creating awareness for an excellent cause!" Said PGA head professional Greg Pool

	Holes played	Birdies/Eagles
Greg Pool	63	21/5
Keaton Cameron	54	7
Theo Tanski	54	14/2
Gord Butt	54	6/1
Lindsay Manion	60	15
Derek Whipple	65	12
Dan Naismith	88	28/1
Clay O'Dell	72	18/2

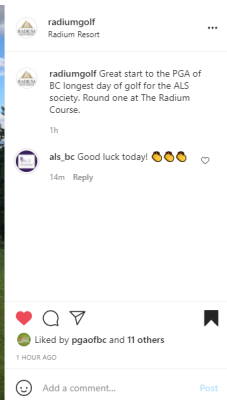
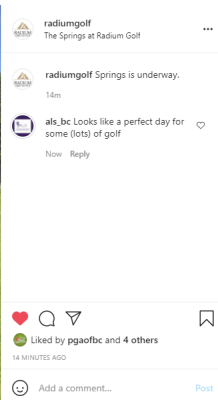
Radium Golf Group



On June 16th, 2021 Steve Haggard, Lance Barber, Matt Kadar & Avery Livingston golfed from 6:30am to 7:30pm. Playing a total of 288 holes collectively.

Avery Livingston shot his best round of the season at The Springs Course on their 4th and final round of the day – a two under par 70.

"One of our members Ed Wiens mother Elizabeth Wiens passed away from ALS on Monday June 14, 2021. We are very thankful that we were able to get out and play for Elizabeth and all the people and families ALS has affected."



Richmond Country Club



On June 28th Robbie Woods, Graham Ogden, Dan Yoon, Olivia Reid and Amanda Minni golfed on what was the hottest of the year 101 holes collectively. They raised nearly \$6,000 was raised for the ALS Society of BC patient services programs.

Graham Odgen commented “throughout the day, we remembered that we could take breaks and have water as needed. People living with ALS do not have this option. We are very thankful to our membership for their generous support. We look forward to next year.”

Seymour Golf & Country Club



PGA of BC
@PGAofBC

Incredible! Thank you to the Professional staff at Seymour G&CC and to all who donated to help support @ALS_BC.

ALS Society of BC @ALS_BC · Jul 8

It's been another amazing year for the @SeymourGolfClub who's team golfed 282 holes on June 29th for the 2021 Golfathon for ALS, raising awareness and over \$40,600 for ALS! @PGAofBC #Golfathonforals



2:36 PM · Jul 8, 2021 · Twitter Web App

1 Quote Tweet 20 Likes

On June 29th Dale Schienbein, Lenny Cyr, Mitchell Catania, Trevor McLean, Connor Rosenlund, Lindy Miyashiro, Sam Schienbein, Roy Abbenbroek & Jack Lucas golfed from 4:50am to 10:19pm. They golfed a total of 282 holes collectively throughout the day.

The Seymour Golf & Country Club Raised over \$40,600 a new record for Seymour and pledges are still coming in!



Thank you letter from Dale Schienbien

July 9th, 2021

Please accept this thank you as my appreciation for your donation to the ALS Golf-A-Thon that I participated in last week. To date I have received over 193 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 all four rounds with me) and was later joined by Seymour Professionals, Trevor, Connor, Roy 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.

I arrived at the Club early as I decided to hit balls as I frequently insist others do as you always play better and enjoy the early part of your game when you are warmed up (likely a bad choice of words as the temperature gauge in my car said it was 28 degrees at 4:15)!!

As I was "warming up", I remember thinking how fortunate I was and was struck by how spectacular the day was shaping up to be. Here I was, coming to the golf course, in shorts (which had only happened once before in my 29 years here at Seymour), and had the opportunity to play golf all day long! Isn't that what we all dream of?

I wrote this paragraph last year and this year the day “sounded” exactly the same. 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 gradually abated in reverse order and we ended our day dodging sprinklers on the 18th hole at 10:19 in the evening. We had completed four rounds. Normally we play 5+ but with this year’s extreme heat (thermometer at the Pro Shop recorded 36 degrees) we decided that some intelligence should balance off the pride of saying we played 5 rounds. We elected to take a break to shower and cool down after the third round. Lindy took the above photo using one of the new “fancy” iPhones and shows a great view of the approach to the 18th green. While it is a spectacular photo, the camera made it look a lot brighter than it really was! The following photo showed how dark it really was 15 mins earlier when we teed off on 18 at 10:05pm:

Most importantly, I am very proud to report that through your support we were able to raise a new record \$40,760 (and pledges are still coming in) for the ALS Society of BC. Over the past 15 years, Seymour continues to lead the Province raising over \$367,000 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 76-75*-79- 80 for an average of 77.5. With all the busyness associated with CoVid this was only my 2nd time playing since August of last year 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. *We skipped 3 holes to get ahead of play in our second round so we “technically” didn’t complete that round (we didn’t factor in these three holes into those who pledged x amount per par or hole played) we took advantage of the new World Handicap System’s formula to arrive at a “postable” score

Some additional fun facts:

- Lenny played all four rounds this year and played extremely well. I don’t recall him ever making a bogey!! He had 12 birdies and on eagle with his low round being a 67! It was an amazing display!!
- Lenny had rounds of 72-71-67-70
- I made 10 birdies and way too many bogeys to count!
- I went through 6 water bottles!



We packed food for the day and were able to keep the wildlife out of our coolers. We kept trying to figure out if the same crows followed us around the course or if different crows staked out the various holes around the course waiting for their chance to raid our carts? Total elapsed time of golf was just over 17 hours. Went through 8 Advils which was a few more than last year. The last round was the hardest, as my back was letting me know that I should be spending more time stretching and going to the gym! I enjoyed all the rounds but the third one was a special one as my son joined Mitch, Jack, Lenny and myself. Sam hadn't played since last year and while he loves the game, his game, like mine was a bit rusty! He was super nervous but hit some good shots and enjoyed his experience, as did I.

The rest of the day was enjoyable for all of us and reinforced with me that this game is so much more about the people you are playing with, the beautiful surroundings versus just the playing for a score! Aside from a few aches and pains, the next day was a regular day back at the Club – just a little tired

Similar to past years, I always hope that I would play more holes than e-mails received that day. Again this year, it wasn't even close with 116 waiting for me the next day!! Aughhh!!

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, we 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).

Spur Valley Golf Resort

Local Courses Again Committing to ALS BC

E-know.ca | May 26st, 2021

Posted: May 28, 2021



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.

By nature, golf 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. Thus far four East Kootenay golf courses are among 20 golf courses located across B.C. participating in the 16th Annual PGA of BC Golfathon for ALS presented by Blue Cross.

Fairmont Hot Springs Resort golf pros Matt Gillett and Jeremy Johnson are holding their Golfathon on June 9th. Copper Point Golf Club's Brian Schaal, Scott McClain, Dennis Bradley and Dale Moore's Golfathon is June 15th.

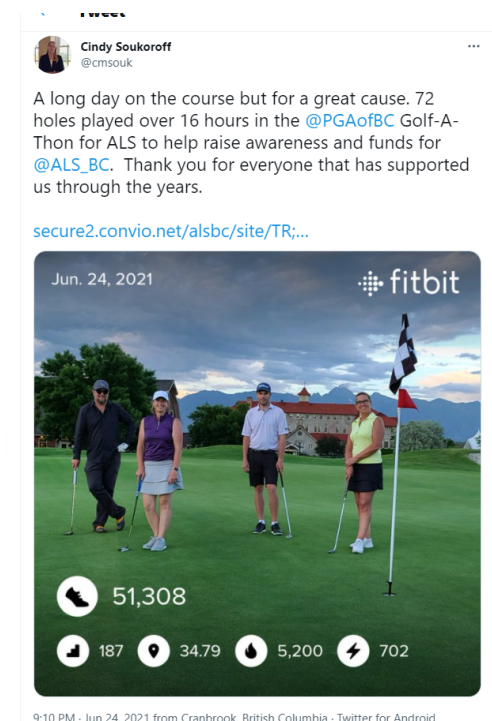
Spur Valley Golf Resort's Kevin Bennett, Kelly Gordan and Brandon Csokonay are holding their Golfathon on June 21st.

"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 \$2.1 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, 2021 will be yet another successful PGA of BC Golfathon for ALS."

St. Eugene Golf Resort & Casino



On June 24th Cindy Soukoroff & Michael Pearson golfed from 5am- 9:30 pm golfing a total of 144 holes collectively. With 13 Birdies and 1 eagle Cindy & Michael had a great day raising funds for ALS, donors joined them on the course with them for a round sharing stories of their personal connections to ALS.



The Okanagan Golf Club



On June 29th Lee Ranger, Steve Coulthard & Josh Horsthuis golfed from 4:45am to 2:30pm golfing 100 holes collectively on one of the hottest days on record in BC at 42 degrees, playing 5 ½ rounds.

Vancouver Golf Club



On Monday June 22 Vancouver Golf Club Director of Golf Sean Thompson was the first to tee off at 6:35AM and hit one 300 yards down the middle of the first fairway!

Fourteen hours later Randy Smith our recently retired Vancouver Golf Club Head Professional and new Head Golf Professional at Sagebrush putted out on #18 as the sun was setting on a long hot day!

"In total we had six PGA professionals and / or members of the Golf Shop team participate at some point during the day (Sean, Dean, Mike, Jaegen, Tyson & Randy). Our Golf Shop team members are passionate about the event and use their personal time to lend their support. Throughout the 30-degree day there were some spirited matches, great shots hit (some not so great) and lots of comradery all in the interests of raising funds for ALS to support research and patient care." Said Bob McCusker

There were a total of thirty three birdies, with the par 5 13th hole yielding the most birdies with 8.

The Vancouver Golf Club would like to thank all their members along with extended family, and friends for their tremendous generosity in support of the PGA Golf-a-thon for ALS. Total donations are not yet final however 2021 contributions already exceed \$20,000!

"Special shout out to Associate Professional Dean Kuntz who played all 75 holes and played his last round in one over par 73! We know that combined efforts and support like the Golf-a-thon will one day lead to a cure for ALS!" Said Bob McCusker

Williams Lake Golf & Tennis Club

Day, Conroy, braving heat wave June 28 for PGA of BC's Golfathon for ALS

The Williams Lake Tribune June 28th, 2021



Williams Lake Golf and Tennis Club general manager Morgan Day and staff member Brody Conroy are battling today's (June 28) heat wave taking part in the annual PGA of BC's Golfathon for ALS. For Day, who will be joining fellow golf professionals from throughout the province in the event, this will be his sixth year participating in the fundraiser.

Williams Lake Golf and Tennis Club general manager Morgan Day (left) and staff member Brody Conroy are golfing from sunrise to sunset today, June 28 as part of the PGA of BC's Golfathon for ALS. (Photo submitted)

The duo teed off this morning at 4:15 a.m. in an attempt to escape a bit of the blazing heat forecast to reach 40C by this afternoon.

Day and Conroy have set the goal of raising funds by collecting pledges online and at the WLGTC pro shop while golfing as many rounds as possible throughout the course of the day.

By just after 12 p.m., Day and Conroy had already played 83 holes (almost five rounds of golf).

In 2020, Day and past WLGTC employee Dayton Long teed off at 4:45 a.m. and managed to complete eight rounds, or 144 holes, raising around \$5,000 for the ALS Society of BC.

Windemere Valley Golf Course



The Windemere Valley Golf Course is one of over 30 golf courses located across BC participating in the 16th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross. The trio golfed a total of 810 holes of golf.

Golfathon Date: June 21st, 2021

Golfers: Michael Midyette, Scott Lawlor & Jack Nordquist

Thank you!

This year was a record breaking year, with 36 courses participating and a total of 115 golfers participating in the 16th 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
- Web based Care Connections
- 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 Golfathon for ALS radio ads during the month of June.

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.

Campaign Objective

Global BC, Global News: BC1 and Global News Radio 980 CKNW are very excited to present the ALS Society of BC with the comprehensive campaign that is designed to create top of mind awareness with our viewers and listeners and help promote the ALS Society of BC 2021 Annual Campaign!



Campaign Overview Global BC / BC1

We will promote the ALS Society of BC 2021 annual campaign on Global BC and BC1 with the following promotional and editorial support:

- 30-sec PSA Spots
- 'Our BC' 30-sec Community Calendar
- BC1 Community Calendar
- Global BC Community Events Calendar Webpage
- Global BC Community Social Media Integration
- Global News Editorial Coverage
- Global BC Community Reporter
- TV Brand Campaign
- Shaw U.S. Spill



Shaw U.S. Spill

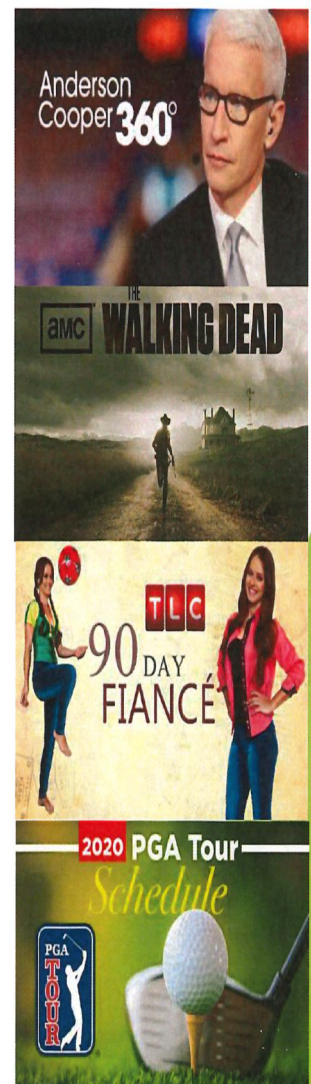
Extend your message...

As a valued partner, we will facilitate your PSA airing on the Shaw U.S. Spill channels. The U.S. Spill networks deliver high frequency, high value schedules targeted at Canadian viewers of the U.S. networks. The ability to access high value programming like "The Walking Dead", "Anderson Cooper 360", "90 Day Fiancé", "Criminal Minds", and "PGA Golf" is an opportunity that few clients have access to.

Corus Entertainment will facilitate exposure on all channels in the SD and HD space. Shaw Advertising Services will facilitate the booking and airings of your PSA.

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



*Based on 1 occasion per day per network, SD channels, approximately 98 weekly occasions per market

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



Presented by



With great appreciation to



For supporting the ALS Society of BC



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