

2022 Media Binder

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2022 PGA of BC Golfathon for ALS		Amyotrophic Lateral Sclerosis Society of British Columbia

# **Our Ambassadors**



"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



PGA of BC Golfathon For ALS 2022 Commercial. Watch on YouTube: https://youtu.be/Ee57D1ZtEzA

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 \$2.5 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, 2023 will be yet another successful PGA of BC Golfathon for ALS. Our sincere thanks to all who donated in support of the cause in 2022."

**Donald Miyazaki**, Executive Director, Professional Golfers' Association

# **About the Golfathon for ALS**

### 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, 41 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.







# Golfathon for ALS Supporters

In the month of June, PGA of BC golf professionals golfed from sunrise to sunset, in support of people living with ALS in BC. ALS does not stop and neither can we. The need for your support is more vital and urgent than ever.

THANK YOU EVERYONE FOR YOUR HELP!



# 2022 Golf Courses and Participants

### Aberdeen Glen Golf Club

Jessey Church

### **Arbutus Ridge Golf Club**

Andrew Hajer & Jayme Young

### **Beach Grove Golf Club**

Brent Derheim, Jordan Rodda, Jon Hwang, & Cameron Bartling

### **Black Mountain Golf Club**

Deryl Priebe & Taylen Priebe

### Chilliwack Golf Club

Ryan Tofani, Connor O'Dell, Zach Olson, Kaleb Fisher, & Cody Stewart

### **Copper Point Golf Club**

Brian Schaal, Scott McClain, Dennis Bradley, & Dale Moore

### Cowichan Golf Club

Norm Jackson & Gianpierro Denomme

### **Crown Isle Golf Course**

Jared Siminoff

### **Fairmont Hot Springs Resort**

Matt Gillett & Chris Medford

### Fairview Mountain Golf Club

Rob Tadey, Brian McDonald, Tom Huth, & Brad Elliott

### Gallagher's Canyon Golf Club

Lee Alarie & Josh Johnston

### **Glacier Greens Golf Course**

Nicholas Crookall & Mark Valliere

### Iron & Wood Golf Simulators – 24-Hour Golfathon

Derek Orr

### Ardmore Golf Course

Axle Riley & Blake Hamilton

### • Blenkinsop Valley Golf Centre

Eric Wang

### • Cowichan Golf & Country Club

Norm Jackson & Gianpierro Denomme

### Gorge Vale Golf Club

Mike Heenan & Aaron Grice

### • Highland Pacific Golf

Jeff Palmer, Callum Ashby, Tyler Stene, & Simon Hassel

### • Royal Colwood Golf Club

Winston Michell

### • Uplands Golf Club

lan Stone, Ben Griffin, Michelle McCann, & Justin Clews

### Victoria Golf Club

Lindsay Bernakevitch, Cailean Hourigan, & Tyson Giradet

### • Fresh Golf Solutions

Scott Kolb

### Kamloops Golf & Country Club

Alec Hubert & Andrew Bentley

### Kings Links by the Sea

Andrew Hogan, Mike White, & Brad Newell

### Long Beach Golf Course

Corey Brent & Mike Evans

### Mayfair Lakes Golf & Country Club

Brian Coe & Keri Moffat

### **Morning Star Golf Club**

Adrian Wright & John Randle

### **Mount Paul Golf Course**

Dan Latin, Brian Wornstaff, Greg Lind, Jayden Grant, Dion Livingstone, Dakota Nettles, & Brett Emsland

### Northview Golf & Country Club

Greg Pool, Theo Tanski, Tom Richards, Clay O'Dell, Dan Naismith, Tanner Dawkins, Rafer Boyle, & Cam O'Neil

### **Richmond Country Club**

Robbie Wood, Graham Ogden, Olivia Reid, Dan Yoon, Sebastian Turgeon & Amanda Minni

### **Sandpiper Golf Resort**

Wes Driessen & Trevor West

### Seymour Golf & Country Club

Dale Shienbein, Connor Rosenlund, Trevor McLean, Lindy Miyashiro, Colin Lavers, Andrew Ripley, & Lenny Cyr

### **Shuswap National Golf Course**

Dave Munn & Brody St. Martin

Continued on page 4

# **Golf Courses and Participants Continued**

Continued from page 3

### **Spur Valley Golf Resort**

Kevin Bennett & Brandon Csokonay

### St. Eugene Golf Resort & Casino

Cindy Soukoroff & Mike Pearson

### **Talking Rock Golf Course**

Nathan Grieve, Lionel Taylor, Jeff Liddle, & Brian O'Keefe

### The Okanagan Golf Club

Lee Ranger, Nathan Barendregt, Sam De Sira, Scott Morin, & Misha (the dog)

### Vancouver Golf Club

Bob McCusker, Michael Grabowski, Jaegan Patron, Jordan Rourke, & Tyson Boylan

### Williams Lake Golf & Tennis Club

Rob Yaworski & Brody Conroy

### Windermere Valley Golf Course

Michael Midyette, Jack Nordquist, & Ryan Sorensen

# **Pacific Blue Cross News Article**

### PGA of BC Golfathon for ALS tees off with support from the Pacific Blue Cross Health Foundation

PGA of BC golf professionals are golfing from sunrise to sunset in support of people living with ALS in BC.

This year's **PGA of BC Golfathon for ALS presented** by Pacific Blue Cross is underway, with PGA of BC professionals golfing from sunrise to sunset in support of people living with ALS in BC. Over **30 courses** across British Columbia are taking part this year with Golfathon events scheduled until July 11.



Proceeds from the Golfathon help support the ALS Society of BC's Equipment Loan Program. This program is designed to enhance the quality of life for those living with ALS as well as alleviate the financial burden of the disease. ALS can affect anyone, at any time, regardless of age, gender, or ethnicity. The average life expectancy after diagnosis is just two to five years, and support equipment alone costs an average of \$140,000 per patient.

### Supporting British Columbians living with ALS

The 2022 Golfathon is aiming to build off momentum gained from its successful 15-year history, which has seen over \$2.3 million raised for ALS Society—and support for more than 6,500 people living with ALS in the province.

Thanks to funds raised from the 2021 Golfathon, ALS Society of BC is now able to offer new technology to improve the quality of life while living with ALS, including the Obi<sup>TM</sup> feeder—a revolutionary assistive dining device and smart home technology, which provides increased independence for ALS patients.

Thank you to Pacific Blue Cross and your members for your continued participation in the PGA of BC Golfathon for ALS. Thanks to you, the ALS Society of BC can offer support to people living with ALS in BC at no cost to them. -Wendy Toyer, Executive Director, ALS Society of British Columbia

The Pacific Blue Cross Health Foundation, which provides funding to not-for-profit organizations who aim to improve the health and wellbeing for British Columbians, committed \$100,000 over five years to support the PGA of BC Golfathon for ALS.

**Learn more** about the PGA of BC Golfathon and support the golf pros in your communities who are raising money for such a worthy cause.

**♦ Thank you Pacific Blue Cross for the news article!** 

### ABERDEEN GLEN GOLF CLUB

On June 29th, Jessey Church golfed from 4:50 AM to 10:40 PM, playing a total of 181 holes. Averaging 78 each round, with a total of 5 Eagles, 20 Birdies, 121 Pars, and 35 Bogies. One of Jessey's highlights of the day was spending time with his wife and toddler as they played 4 or 5 holes.

The course raised \$1,373.00

"As always it was a pleasure to team up with the PGA of BC and the ALS Society for this amazing event. Thanks to all the donators and to everyone who supports this fantastic initiative!" – Jessey Church

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### ARBUTUS RIDGE GOLF CLUB

On June 11th, Andrew Hajer & Jayme Young participated in the PGA of BC Golfathon for ALS, in support of the event.

The course raised \$2,030.00



### **BEACH GROVE GOLF CLUB**

On June 16th, Brent Derrheim, Jordan Rodda, Jon Hwang and Cameron Bartling golfed a total of 468 holes collectively.

The course raised \$8,240.00



# **Delta Optimist News Article**

### Delta pros hit the links for a good cause

More than \$10k raised locally during Golfathon for ALS

Phil Melnychuk/Contributing Writer | Jul 18, 2022



Brent Derrheim and Jordan Rodda were two of the four golfers at Beach Grove Golf Course that brought in close to \$8,000 for the Golfathon for ALS.Mark Booth/Delta Optimist

Local professional golfers have done some marathon golfing raising more than \$10,000 on behalf of those who are struggling with ALS.

Both the Beach Grove Golf Club and Kings Links By The Sea, joined in this year's Golfathon for ALS.

Each club had a fundraising goal of \$5,000.

At Kings Links, Andrew Hogan, Mike White and Brad Newell golfed a total of 112 combined holes on July 11. Their efforts resulted in \$5,450 being raised.

White, who is head professional at the course, said it's the first time the club hosted the event and it went well. Hogan did most of the golfing, hitting 91 of that total, White noted.

He added they hope to do bigger and better next year.

"You get most of the day off to play golf," White said.

Most of the donations were received online through the Golfathon website but there were also cash boxes at the club where people chipped in.

On June 16, four golfers at Beach Grove Golf Club well exceeded the \$5,000 fundraising goal. Brent Derrheim, Jordan Rodda, Jon Hwang and Cameron Bartling golfed a total of 468 holes. And that brought in \$7,890 for the cause.

But with later donations, the total is probably just under \$10,000, Derrheim said. The club has been participating for at least 15 years.

"The reason why we continue to do it, I lost my father-inlaw this spring to ALS," and other members have lost family, so it really hits home, said Derrheim. He added that Rodda also lost a family member to the disease.

The ALS Society of B.C. has been a great partner, he said.

The ALS Society of B.C. supports patients and their families. One way it does so is by providing an equipment loan program to help with mobility.

Another goal is the eventual creation of a research centre, the ALS Centre at UBC. The ALS Society of B.C. has pledged to raise \$20 million for that project.

Amyotrophic Lateral Sclerosis, also known as Lou Gehrig's disease, is a neuromuscular disease and is characterized by a progressive degeneration of motor nerve cells in the brain and spinal cord, according to Johns Hopkins Medicine.

The disease is terminal, usually within two to five years of diagnosis, although some people have lived with ALS for 10 years or longer, said the ALS Society of B.C.

**♦ Thank you Delta Optimist for the news article!** 

# **CASTANET.net News Article**

PROS SWING FOR ALS

### Black Mountain Golf Club hosts Golfathon to raise funds for ALS

**Rob Gibson** - May 25, 2022

Get ready to swing the sticks for a good cause.



Photo: Contributed
Black Mountain Golf Club

PGA British Columbia golfers are raising funds and awareness for the ALS Society of BC.

ALS, or Amyotrophic Lateral Sclerosis, is also referred to as Lou Gehrig's Disease, 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.

During the month of June, golf professionals around British Columbia will golf from sunrise to sunset to support those living with ALS, raising awareness and funds for the ALS Society of BC, by golfing as many holes as possible.

Black Mountain Golf Club is one of more than 38 golf courses across the province who will be participating in the **16th Annual PGA of BC Golfathon for ALS** presented by Pacific Blue Cross.

The Golfathon gets underway in Kelowna on June 20, 2022 and golfers Russ Latimer, Deryl Priebe, & Deryl's 12-year-old grandson will be playing as many holes as they can fit in before the sun goes down.

"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 \$2.3 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, 2022 will be yet another successful PGA of BC Golfathon for ALS."

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

For more information on how to support your local golf professionals or to **donate**, **click here**.

**◆ Thank you CASTANET.net for the news article!** 

### BLACK MOUNTAIN GOLF CLUB

On June 21st, Deryl Priebe (70 years old) & Taylen Priebe (12 years old) started their day at 5:50 AM golfing and finishing at 9:12 PM, golfing a total of 72 holes collectively. The highlights of their day were when Taylen hit two shots to a few feet on Holes #4 & #17 and Deryl nearly made Eagle on his 72nd hole of the day. They chanted 72 on their final hole

The course raised \$10,200.00



On June 29th, Ryan Tofani, Connor O'Dell, Zach Olson, Kaleb Fisher, & Cody Stewart started their day at 6:30 AM golfing and finished at 10:00 PM, golfing a total of 540 holes collectively. The highlight of their day was raising over \$1250 on the day of the event and \$5000 before hand

The course raised \$6.225.00

Comments from the golfers - A big thanks to the Chilliwack Golf Club members for their fundraising efforts, family and friends for supporting the day, and everyone involved in making the day a huge success.

### COPPER POINT GOLF CLUB

On June 22th, Brian Schaal, Scott McClain, Dennis Bradley, & Dale Moore started their day at 4:50 AM and finishing at 10:35 PM, golfing a total of 632 holes collectively. The highlight of their day was the many groups and people who were cheering them on and who were thankful for their efforts, as more and more people know someone who is affected with ALS.

The course raised \$15,370.00

Comments from the golfers - We continue to raise awareness and funds for patients and their families living with ALS. We hope that we won't need to do our annual golfathon in the near future because that will mean that= we have found a cure. Thank you to all who have supported us and PGA of BC professionals province wide.







# **East Kootenay News Online Weekly**



Local golf pros teeing off for ALS in June

**eKNOW** - June 4, 2022

During the month of June, golf professionals from 38 courses in British Columbia will golf from sunrise 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.

Locally, three courses and eight professionals are taking part.

Spur Valley Golf Resort Golfathon Date: June 20;

Golfers: Kevin Bennett and Brandon Csokonay.

Copper Point Golf Club Golfathon Date: June 22;

Golfers: Brian Schaal, Scott McClain, Dennis Bradley and Dale Moore.

St. Eugene Golf Resort & Casino Golfathon Date: June 30:

Golfers: Cindy Soukoroff and Mike Pearson.

"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 \$2.3 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, 2022 will be yet another successful PGA of BC Golfathon for ALS."

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.

e-KNOW

**♦** Thank you e-KNOW for the news article!

### COWICHAN GOLF CLUB

On June 23rd, Norm Jackson & Gianpierro Denomme started their day at 5:30 AM golfing 11 hours finishing at 4:30 PM, golfing a total of 288 holes collectively. The highlight of their day was meeting numerous people who have been affected by ALS cheering them on. They also challenged the Uplands team to donate a \$1 for each birdie made. It was such a treat for them to have Gianpierro play in the golfathon in honour of his father Andre who passed away from ALS.

The course raised \$8,200.00

### Cowichan Valley Citizen

Robert Barron | June 24, 2022

Professional golfers Norm Jackson and Andy Johnson were playing at the Cowichan Golf Club on June 21-22 to help raise awareness and funds for the ALS Society of BC.



They are among 103 professional golfers from across B.C. who are participating in the 16th Annual PGA of BC Golfathon for ALS, presented by Pacific Blue Cross during the month of June on more than 40 golf courses across the province.

The golfers will golf as many holes as possible from sunrise to sunset to support those living with ALS.

"On behalf of the [PGA] 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.

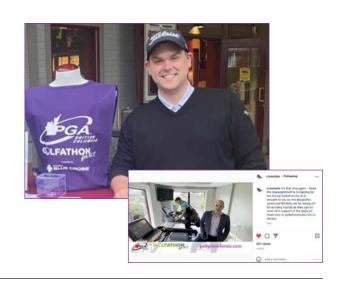
"Throughout our years of participation, the efforts of countless golf professionals and volunteers have helped raise over \$2.3 million. The program has assisted tens of thousands of individuals throughout B.C. affected by this deadly disease. I am confident that with the continued support of our members, 2022 will be yet another successful PGA of BC Golfathon for ALS."

**♦** Thank you Cowichan Valley Citizen for the event mention!

### **CROWN ISLE GOLF COURSE**

On June 18th, Jared Siminoff started his day at 5:45 AM, finishing at 2:30 PM, golfing a total of 108 holes. The highlight of his day was the early morning rounds when he had the entire property to himself. It was a beautiful day, and he took advantage!

The course raised \$1.760.00



### FAIRMONT HOT SPRINGS RESORT

On June 9th, Matt Gillett & Chris Medford started their day at 12:00 AM golfing for 24 hours finishing at 11:59 PM, golfing a total of 225 holes collectively. The highlight of the day was having glow in the dark golf balls for overnight golf with headlamps and glow sticks illuminating cups and pins..

The course raised \$1.860.00



# 102.9 Rewind Radio

### Fairmont Hot Springs taking part in Golfathon for ALS in June

Cranbrook, BC, Canada / 102.9 Rewind Radio | Wylie Henderson | May 18, 2022



It's a mulligan for an annual PGA of BC event to raise awareness and funds for the ALS Society of BC.

The 16th annual Golfathon for ALS is happening in June, golfers will try to get through as many holes as they can.

Fairmont Hot Springs Resort's golf course is one of the courses taking part in the event, more than 38 courses in BC are participating.

Golfers Chris Medford and Matt Gillett will be taking to the links for the golfathon on June 9.

Find more information from the PGA of BC below:

During the month of June, golf professionals around British Columbia 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.

Fairmont Hot Springs Resort is one of over 38 golf courses located across BC participating in the 16th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross.

Golfathon Date: June 9, 2022

Golfers: Chris Medford & Matt Gillett

"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 \$2.3 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," 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. – Article features image supplied by Fairmont Hot Springs' website

**♦** Thank you 102.9 Rewind Radio for the news article!

# **East Kootenay News Online Weekly**



### More valley courses teeing off for ALS

e-KNOW - June 10, 2022

During the month of June, golf professionals around British Columbia 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.

Two more Columbia Valley Courses are committing professionals to the task - Fairmont Hot Springs Resort and Windermere Valley Golf Course, with action currently ongoing at Fairmont.

Spur Valley Golf Resort and Copper Point Golf Club are also teeing off for ALS, as is St. Eugene Golf Course.



Fairmont Hot Springs Resort (Mountainside) is one of over 44 golf courses and 103 golfers located across BC participating in the 16th Annual PGA of BC Golfathon for ALS.

Pros Chris Medford and Matt Gillett are currently swinging through a 24-hour session (running from June 9 – June 10)

Windermere Valley Golf Course professionals Michael Midyette, Jack Nordquist and Ryan Sorensen are set to tee off June 20

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

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.

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

### Please Donate.

e-KNOW file photos

**♦ Thank you e-KNOW for the news article!** 

### FAIRVIEW MOUNTAIN GOLF CLUB

On June 29th, Rob Tadey, Tom Huth, Justin Brandt, Brad Elliott, & Brian McDonald started their day at 4:30 AM, finishing at 6:00 PM, golfing a total of 450 holes collectively. The highlight of their day was that one flag was hit off the tee, and they did a silent auction for a donated fly-fishing rod with all proceeds going to ALS.

The course raised \$2,300.00



On June 30th, Lee Alarie & Josh Johnston started their day at 4:45 AM golfing 17 hours finishing at 9:45 PM, golfing a total of 100 holes collectively. The highlight of their day was being able to provide assistance to those suffering, always a great cause.

The course raised \$3,215.00

Comments from the golfers - Josh and I played 17 hours straight, raising just over \$3200 in donation from our Members and Guests. We want to thank everyone who supported us and donated to a great cause, we are both very honored to be able to participate.

### **GLACIER GREENS GOLF CLUB**

On July 10th, Nick Crookall & Mark Valliere started their day at 5 AM golfing a total of just over 16 hours finishing at 9:15 PM, golfing a total of 201 holes collectively. The highlight of their day was the interactions they had throughout the day with the golfers on the course, they felt nothing but positive reinforcement.

The course raised \$1,925.00

Comments from the golfers - A special thanks for the support in fundraising through the Courtenay Fire Hall. We can't wait for the event again next year!







# Fairview Mountain Golf Club Article



Fairview Mountain Golf Course in Oliver is taking part in this year's PGA of B.C. Golfathon for ALS. (Submitted image)

### Golfers in Oliver set to play off from sunrise to sunset for ALS

The Fairview Mountain Golf Club is one of over 38 B.C. courses to participate in the event

Logan Lockhart - June 11, 2022 | Keremeos Review, Penticton Western News and Summerland Review

Professional golfers in Oliver will take to the course later this month and play in support of those living with ALS.

The Fairview Mountain Golf Club in Oliver is one of over 38 courses in the province that will take part in this year's PGA of BC Golfathon for ALS on June 29, with Rob Tadey, Brian McDonald, Tom Huth and Brad Elliott challenged with golfing as many holes as possible from sunrise to sunset.

"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, the executive director of the PGA of BC.

Miyazaki added that the event has raised over \$2.3 million in its 17 years of existence.

"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, 2022 will be yet another successful PGA of BC Golfathon for ALS"

The four golfers are members of the Oliver club, a course that has participated in the B.C.-wide event for several years.

Proceeds from the event will provide services to ALS patients and their families, friends and caregivers.

Donations can be made here.

Amyotrophic Lateral Sclerosis, 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.

**♦** Thank you Keremeos Review, Penticton Western News and Summerland Review for the new article!

### IRON & WOOD SIMULATOR -VICTORIA'S 24-HOUR GOLFATHON

On June 21st to June 22nd, the golfers participating in the 24 hours golfathon started their day at 3:00 PM, finishing at 3:00 PM, golfing a total of 652 holes collectively. Those participating included, Mike Heenan & Aaron Grice from the Gorge Vale Golf Club, Norm Jackson from the Cowichan Golf Club, Eric Wang from the Blenkinsop Driving Range, Axle Riley & BLAKE Hamilton from the Ardmore Golf Course, Jeff Palmer, Callum Ashby, Tyler Stene, & Simon Hassel from the Highland Pacific Golf Course, Ian Stone, Ben Griffin, Michelle McCann, & Justin Clews from the Uplands Golf Club, Lindsay Bernakevitch, Cailean Hourigan, & Tyson Giradet from the Victoria Golf Club, Winston Mitchell from the Royal Colwood Golf Course, Scott Kolb from Fresh Golf Solutions, and Derek Orr from Iron & Wood Golf Simulators

The course raised \$20,930.00

Comments from the golfers - We (Derek and I) came up with the idea in 2021 and are thrilled that we've been able to continue the momentum for the second running of the ALS of BC golfathon. We received energetic support from so many local facilities and their professional staff, it made this a truly enjoyable project" 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"

"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. We are so proud to be a part of an event that brings virtually every golf facility together in our Victoria community. These are great people spending their valuable time to do great things." added Golf Professional and Iron & Wood owner, Derek Orr.



**♦** Thank you Pacific Blue Cross for the Tweet!



YouTube: https://youtu.be/LAMmPj2JdYg

# VI Golf News Article

### Iron & Wood Golf Simulators Hosts Golfathon To Raise \$14K For ALS



**PGA of BC Professionals** have been raising money for **ALS** for the past 15 years through "Golfathons" and this year, Derek Orr & Ian Stone guarterbacked an impressive initiative

Looking outside the box given the increased pressure on tee sheets this year, they decided to hold a Golfathon at Orr's Iron & Wood Golf Simulators facility in Saanich.

Said Ian Stone, Head Golf Professional at Uplands Golf **Club** in a press release, "We needed to get a little creative this year given the high demand for tee times at our facilities. 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. Victoria is a tremendous golf community and we knew there would be lots of support."

From 3:00 p.m. on July 13th to 3:00 p.m. on July 14th, 116 PGA of BC golf professionals from seven different facilities around Victoria took shifts in the Iron & Wood Golf Simulators in Saanich. In total, they golfed 612 holes in 34 rounds of golf over the 24-hour period.

"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

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.

All told, they were able to raise over \$14,000 and this inaugural event looks to be a staple in the Victoria golf community for years to come.

Watch their video below about the experience.

To find out more or to donate. visit www.golfathonforals.com

### **List of Participating Courses & Professionals:**

**Uplands Golf Club** – Ian Stone, Ben Griffin, Justin Clews, Michelle McCann

Cordova Bay Golf Course – Dylan Green and Oskars Pavasars, Lance McCullough, Nate Ollis

Highland Pacific Golf Course - Warren Reeves, Callum Ashby, Simon Hassel

Cedar Hill Golf Course - Doug Brown, Rob Boyle

Blenkinsop Driving Range - Eric Wang

Gorge Vale Golf Club – Mike Heenan, Aaron Grice

Iron & Wood Golf Simulators - Derek Orr



YouTube: https://youtu.be/QQ4xcLmVlhg

**♦** Thank you VI Golf News for the article!

# **Independent Sports News Article**

### Iron & Wood Golf Simulators – Victoria's 24-Hour Golfathon For ALS

June 9, 2022



During the month of June, golf professionals around British Columbia 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.

*Iron & Wood Golf Simulators – Victoria's 24-Hour Golfathon* is one of over 44 golf courses and 103 golfers located across BC participating in the 16th Annual PGA of BC Golfathon for ALS presented by Pacific Blue Cross.

Golfathon Date: June 21 – June 22

### Golfers:

Iron & Wood Golf Simulators – Derek Orr

Uplands Golf Club – Ian Stone, Ben Griffin, Michelle McCann, Justin Clews, Sean Hay

Ardmore Golf Course – Axle Riley, Blake Hamilton

Blenkinsop Valley Golf Center – Eric Wang

Cowichan Golf Club – Norm Jackson, Andy Johnson

Gorge Vale Golf Club - Mike Heenan + TBD

Highland Pacific Golf Course – Jeff Palmer + TBD

Royal Colwood Golf Club – Rich Chlopan +TBD

Victoria Golf Club – Lindsay Bernakevitch + TBD

"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 \$2.3 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, 2022 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.

**♦** Thank you ISN for the <u>article!</u>

### KAMLOOPS GOLF & COUNTRY CLUB

On June 23th, Alec Hubert & Andrew Bentley started their day at 4:11 AM finishing at 9:54 PM, golfing a total of 468 holes collectively. The highlight of their day was their 25 minute back 9 during their 13th round of the day as they raced against daylight.

The course raised \$7.820.00





# **Kamloops This Week News Article**

### Kamloops-and-area courses sign on for Golfathon for ALS

Mount Paul Golf Course, Kamloops Golf and Country Club and Talking Rock Golf Course are scheduled to participate in the annual PGA of BC Golfathon for ALS, presented by Pacific Blue Cross.

Kamloops This Week Staff | Jun 4, 2022



**◆ Thank you KTW for the article!** 

Mount Paul Golf Course, Kamloops Golf and Country Club and Talking Rock Golf Course are scheduled to participate in the annual PGA of BC Golfathon for ALS, presented by Pacific Blue Cross.

During the month of June, golf professionals from across the province will golf from sunrise to sunset to support those living with the disease.

Alec Hubert and Andrew Bentley will participate at KGCC on June 23; Dan Latin, Brian Wornstaff, Greg Lind, Jayden Grant, Dion Livingstone, Dakota Nettles and Brett Emsland will represent Mount Paul on June 28; and Nathan Grieve, Lionel Taylor, Jeff Liddle and Brian O'Keefe will hit the links at Talking Rock on June 28.

To donate, go online to golfathonforals.com.

Amyotrophic lateral sclerosis, also referred to as Lou Gehrig's disease, is a fatal neurodegenerative disorder that affects motor neurons that carry messages to the muscles, resulting in weakness and wasting in arms, legs, mouth, throat and elsewhere.

# **Kamloops Golf and Country Club News Article**



Image Credit: Kent Simmonds / CFJC Today

### Rapid day of play for Kamloops golf pros during PGA of BC's Golfathon for ALS

By Dylana Kneeshaw | Jun 23, 2022 | CFJC Today & B100

KAMLOOPS — It was an early start for Alec Hubert and Andrew Bentley at the Kamloops Golf and Country Club on Thursday (June 23).

"We're on round number 5 and it's 9:30 a.m — so we're cruising along pretty good," says Bentley.



The pair are taking part in the PGA of BC's annual Golfathon for ALS. The concept is simple — collect donations and play as much golf as possible in one day.

"Our association has raised I think over \$2.3 million over the years that we've done this. It's a collective effort among golf pros across the province," explains Hubert. "We're playing today basically from 4:00 a.m. until dark, and our goal is 15 rounds of golf today."

It's a fast flowing operation — tee up, swing, get to the green, putt and repeat.

"(Kamloops Golf and Country Club) members have been very supportive and all of our public playing out here. We have some guys helping out and telling groups to get out of the way and we've just been ripping right through," says Bentley. "Everyone is super supportive out here."



Andrew Bentley (left) and Alec Hubert (right) (Image Credit: Kent Simmonds / CFJC Today)

A straight day of golfing takes a lot of energy, but the effort is paying off before the golfathon has even wrapped up.

"Our goal at the start was \$5,000 and I think we've surpassed that already," Hubert says. "We've raised quite a bit from our membership and there's also an online component where we've raised some money as well."

Money donated to the local pros and other golfers taking on golfathons this month will go toward the ALS Society of BC for support services and equipment for ALS patients.

"Having heard some of the presentations from guys that have ALS that have been to our awards show, it's like a no-brainer for us to contribute because it's such a worthy cause," adds Hubert.

**♦** Thank you CFJC Today & B100 for the article!

### KINGS LINKS BY THE SEA

On July 11th, Andrew Hogan, Mike White, & Brad Newell started their day at 4:45 AM finishing at 2:00 PM, golfing a total of 113 holes collectively. The course raised \$5,550.00.

Comments from the golfers - We would like to thank everyone who donated to such a great cause, can't wait to do this again next season.

◆ Thank you Delta Optimist for the article!

# **Delta Optimist News Article**

### Delta pros hit the links for a good cause

More than \$10k raised locally during Golfathon for ALS

Phil Melnychuk/Contributing Writer | Jul 18, 2022



Brent Derrheim and Jordan Rodda were two of the four golfers at Beach Grove Golf Course that brought in close to \$8,000 for the Golfathon for ALS.Mark Booth/Delta Optimist

Local professional golfers have done some marathon golfing raising more than \$10,000 on behalf of those who are struggling with ALS.

Both the Beach Grove Golf Club and Kings Links By The Sea, joined in this year's Golfathon for ALS.

Each club had a fundraising goal of \$5,000.

At Kings Links, Andrew Hogan, Mike White and Brad Newell golfed a total of 112 combined holes on July 11. Their efforts resulted in \$5,450 being raised.

White, who is head professional at the course, said it's the first time the club hosted the event and it went well. Hogan did most of the golfing, hitting 91 of that total, White noted.

He added they hope to do bigger and better next year.

"You get most of the day off to play golf," White said.

Most of the donations were received online through the Golfathon website but there were also cash boxes at the club where people chipped in.

On June 16, four golfers at Beach Grove Golf Club well exceeded the \$5,000 fundraising goal. Brent Derrheim, Jordan Rodda, Jon Hwang and Cameron Bartling golfed a total of 468 holes. And that brought in \$7,890 for the cause.

But with later donations, the total is probably just under \$10,000, Derrheim said. The club has been participating for at least 15 years.

"The reason why we continue to do it, I lost my father-inlaw this spring to ALS," and other members have lost family, so it really hits home, said Derrheim. He added that Rodda also lost a family member to the disease.

The ALS Society of B.C. has been a great partner, he said.

The ALS Society of B.C. supports patients and their families. One way it does so is by providing an equipment loan program to help with mobility.

Another goal is the eventual creation of a research centre, the ALS Centre at UBC. The ALS Society of B.C. has pledged to raise \$20 million for that project.

Amyotrophic Lateral Sclerosis, also known as Lou Gehrig's disease, is a neuromuscular disease and is characterized by a progressive degeneration of motor nerve cells in the brain and spinal cord, according to Johns Hopkins Medicine.

The disease is terminal, usually within two to five years of diagnosis, although some people have lived with ALS for 10 years or longer, said the ALS Society of B.C.

### LONG BEACH GOLF COURSE

On June 7th, Corey Brent and Mike Evans started their day at 5:30 AM golfing 15 hours finishing at 8:30 PM, golfing a total of 180 holes collectively. The highlights of their day were getting an eagle on the first par 5 of the day, the nice weather, and seeing those who showed up to support.

The course raised \$1.495.00



### MAYFAIR LAKES GOLF & COUNTRY CLUB

On June 22th, Brian Coe & Keri Moffat started their day at 4:45 AM golfing a total of 17 hours finishing at 9:45 PM, golfing a total of 378 holes collectively.

The course raised \$7.460.10

Comments from the golfers - Both Keri and I are so proud to take part in the PGA of BC GolfAThon for ALS, lending our muscles to raise awareness and funds to support a cause that hits close to home for both of us. Being our 11th year participating we set out to beat our last years totals of holes played and donations raised and are very proud to say we exceeded both! We would like to thank everyone who generously donated and came out to support us and look forward to participating again in 2023!



### MORNINGSTAR GOLF CLUB

On June 21st, Adrian Wright & John Randle participated in the PGA of BC Golfathon for ALS, in support of the event.

The course raised \$1,937.00



Morningstar Golf Club website:

https://www.morningstargolf.com/als-golfathon/



# **POB News Article**



Morningstar Golf Club director of golf John Randle will take part in the 16th Annual PGA of BC Golfathon for ALS. (Morningstar Golf Club photo)

### Golf pros at Morningstar in Parksville join golfathon for ALS

Wright and Randle aims to raise \$5,000

**PQB NEWS** | Jun. 11, 2022

Morningstar Golf Club is one of over 40 golf courses participating in the 16th Annual PGA of BC Golfathon for Amyotrophic Lateral Sclerosis or simply known as ALS.

During the month of June, golf professionals from around British Columbia 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 pros Adrian Wright and John Randle will represent Morningstar in this fundraising golfathon, which has over the years helped raise more than \$2.3 million. They will be hold their fundraiser on June 12 and are aiming to raise \$5,000.

To help Wright and Randle reach their goal, you can make a donation by going online at <a href="https://secure2.convio.net/">https://secure2.convio.net/</a> alsbc/site/TR?px=1128242&fr\_id=1861&pg=personal

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. — NEWS Staff

**♦** Thank you PQB NEWS and Abbeyfeale Golf Club for the article!

# **Richmond News**

### Richmond golfers get set for sunrise to sunset ALS challenge

Three golfers at Richmond Country Club will play as many holes as possible on Monday to raise funds and awareness for the ALS Society of BC

Alan Campbell | Jun. 11, 2022



Three golfers at Richmond Country Club will play as many holes as possible on Monday to raise funds and awareness for the ALS Society of BCRichmond News file photo

Richmond Country Club will play host on Monday to the 16th Annual PGA of BC Golfathon for ALS. Robbie Wood. Graham Ogden, Dan Yoon and Olivia Reid will golf from sunrise to sunset to support the ALS Society of BC by raising awareness and funds.

It's all part of a province-wide effort by golfers during the month of June, as the event hits a different course every day. "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 \$2.3 million." "The program has assisted tens of thousands of individuals throughout British Columbia affected by this deadly disease."

Proceeds from the Golfathon for ALS provide crucial support services to ALS patients and their families, friends, and caregivers. To donate to the cause, go to https:// secure2.convio.net/alsbc/site/TR?px=1125480&fr\_ id=1823&pg=personal

**♦** Thank you Richmond News for the article!

### MOUNT PAUL GOLF COURSE

On June 28th, Dan Latin, Brian Wornstaff, Greg Lind, Dakota Nettles, Jayden Grant, Dion Livingstone, & Brett Emsland, started their day at 4:30 AM golfing until 9 PM, golfing a total of 297 holes collectively.



### NORTHVIEW GOLF & COUNTRY CLUB

On June 27th, Greg Pool, Clay O'Dell, Theo Tanski, & Dan Naismith started their day at 5:00 AM golfing 13hours finishing at 8:00 PM, golfing a total of 300 holes collectively.

The course raised \$840.00

Comments from the golfers - We thoroughly enjoy doing this as a team building exercise coupled with the fundraising efforts. We are discussing ways to better promote this on our side next year. Without members we seem to struggle with fundraising \$\$ but want to make a better push next year.



### RICHMOND COUNTRY CLUB

On June 27th, Robbie Wood, Graham Ogden, Olivia Reid, Dan Yoon, Sebastian Turgeon & Amanda Minni participated in the PGA of BC Golfathon for ALS, in support of the event.

The course raised \$2,201.00



### SANDPIPER GOLF RESORT

On June 2nd. Wes Driessen & Trevor West started their day at 5:15 AM golfing 16 hours and 15 minutes finishing at 9:30, golfing a total of 216 holes collectively. The highlight of their day was the incredible support from their members and those supporting them throughout the day.

The course raised \$3,240.15



### SHUSWAP NATIONAL GOLF COURSE

On June 28th, Dave Munn & Brody St. Martin started their day at 5:30 AM golfing until 7 PM, golfing a total of 324 holes collectively.

The course raised \$440.00



### SPUR VALLEY GOLF RESORT

On June 20th, Kevin Bennett, & Brandon Csokonay golfed a total of 123 holes collectively. The highlight of their day was having a lot of our members come out and cheer them on. They also brought out breakfast sandwiches and burgers during the day.

The course raised \$1,235.00



# Seymour Golf & Country Club



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 197 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 4:46 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, Andrew and Lindy throughout the day. Additionally, I had the great pleasure of playing 15 holes with our 2022 Women's Senior Champion, Tracey Evans!

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. Those of you who know me well, know I am not a morning person so this part of the day is always the hardest part. Bleary eyed, I was hitting balls, not really following the ball flight (I was awake enough to know it was still dark and I wouldn't see them J) but when I did look up, I realized the moon was hanging out on the horizon just above the trees at the end of the range. It was a neat sight and one the picture doesn't do justice too! I can honestly say I have never hit balls by moonlight before!

As I was "warming up", I remember thinking how fortunate I was and was struck by how spectacular a day this was going to be. Playing golf all day long on what was to be a nice sunny day! 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 9th hole at 10:02 in the evening. When the day ended I had played 4.5 rounds or 81 holes! There were no injuries, strains or pulls! Several crumby shots but lots of good ones and even more good ones I watched being hit by my playing partners.

Most importantly, I am very proud to report that **through your support**, we were able to raise a **new record \$44,319** (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 \$411,000** 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!!** 

Continued on page 26

# Seymour Golf & Country Club

Continued from page 26

How was the golf you are wondering?

I had rounds of 75-78-81-79-37 for a 4 round average of 78.3. With all the busyness associated with this year, these were my first rounds of golf since August of last year so I was pleased with the scores. I had an eagle and a bunch of birdies but surprisingly also had 10 double-bogeys. Seemed like every bad swing I made cost me dearly! 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 on the course playing.

### Some additional fun facts:

- Lenny played three rounds this year and played extremely well. He was a magician with his short game, I don't recall him failing to get up and down once!! He had 12 birdies and an eagle with his low round being a 65! It was an amazing display!!
- Lenny had rounds of 72-71-65
- I made an eagle on #1, Lenny chipped in for an eagle on #2 & Trevor made an eagle on #12
- I went through 5 water bottles!
- We packed food for the day and were able to keep the wildlife out of our coolers. It seemed like there were more crows following us around this year vs previous years – not sure if that means they are getting more successful in raiding
- Total elapsed time of golf was just over 17 hours
- Went through 6 Advils which was 2 less than last year!
   I don't believe that counts as indicating I am better
   shape more likely that I was forgetful in not taking
   enoughJ!
- I enjoyed all the rounds but the fourth one was especially fun as I was joined by Tracey Evans and Lindy Miyashiro Both players have smooth, graceful swings and were a pleasure to watch. My day's experiences reinforced with me that this game is more about the people you are playing with and 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. While not physically sore I – just a little tired. I have to admit to re-reading texts and the like as it was a tough day for concentration!
- Similar to past years, I always hope that I would play more holes than e-mails received that day. It was a bit closer this year than last but emails still edged out holes played by 12!! 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).

# Seymour Golf & Country Club

Continued from page 26

Here is a brief message from Ms. Wendy Toyer the Executive Director of ALS Society of BC (and an excerpt from their Spring Newsletter)

"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.

Recently there has been exciting news for patients and families affected by this neurodegenerative disease. Earlier this month, ALSBC's Project Hope achieved it's funding goal of \$5.3 million to establish an ALS Research Professorship at the University of British Columbia, which will exist in perpetuity and strive to provide BC residents diagnosed with ALS with greater access to promising therapies in the late stages of clinical trials.

Though dozens of those therapies exist worldwide, none have been available close to home, meaning British Columbians with ALS have needed to pay out of pocket to travel to other provinces or countries to access them.

Previously, ALS clinical trials were not being held in BC due to a lack of capacity to do so, or staff in place to run the trials," said Wendy Toyer, ALSBC Executive Director. "This was not acceptable, as we believe we are at the crossroads of unprecedented hope."

"This would not have been possible without the support of the PGA of BC Golfathon for ALS," said Toyer. "The support received through the Golfathon gave the ALS Society of BC confidence that we could succeed without compromising patient and family service programs to enhance the quality of life while living with ALS."

Wendy Toyer, Executive Director

More Hope Is On The Way: The Province of BC recently announced it's investment of \$2 million through the ALS Society of BC for the second phase of PROJECT HOPE to further support British Columbians living with amyotrophic lateral sclerosis (ALS). PROJECT HOPE Phase 2 will see the ALS Society work with the University of British Columbia (UBC) to build a team to lead research and clinical trials and to staff a world class ALS clinic at the University. This permanent ALS dedicated clinician-scientist and team will care for patients and work to improve patient outcomes, conduct research, and increase patient access to clinical trials in B.C.

ALS Spring 2022 Newsletter

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

The course raised \$44.519.00

# **Golfathon Events**

### ST. EUGENE GOLF RESORT & CASINO

On June 30th, Cindy Soukoroff & Mike Pearson started their day at 5 AM golfing a total of 15.5 hours finishing at 8:30 PM, golfing a total of 144 holes collectively. The highlight of their day was having scheduled tee times for each round so that they can have supporters join them as they play. This year they were also joined by Charlie Bristow for 2 rounds as he was travelling through the area raising money for Autism Charities. The course raised \$1,620.00.

Comments from the golfers - We thoroughly enjoy doing this as a team building exercise coupled with the fundraising efforts. We are discussing ways to better promote this on our side next year. Without members we seem to struggle with fundraising \$\$ but want to make a better push next year.



casino-taking-part-in-golfathon-for-als/

### TALKING ROCK GOLF COURSE

On June 28th, Nathan Grieve, Jeff Liddle, Lionel Taylor, Brian O'Keefe, Dave Munn, & Brody St-Martin started their day at 6:00AM golfing 13 hours finishing at 7:00PM, golfing a total of 720 collectively. The highlight of their day was having the opportunity to play 2 separate courses (Talking Rock Golf Course & Shuswap National) through a variety of weather.

The course raised \$1.328.25

Comments from the golfers - The body was sore but for such a great cause. Very thankful for the efforts between the ALS Society of BC and the PGA of BC to raise funds for such a great cause.



### THE OKANAGAN GOLF CLUB

On June 22nd, Lee Ranger & Nathan Barandregt started their day at 4:45 AM and finished at 4:00 PM, golfing a total of 200 holes collectively. The highlight of their day was raising over \$5000.

The course raised \$5,020.00



### VANCOUVER GOLF CLUB

On June 20th, Bob McCusker, Michael Grabowski, Jaegan Patron, Jordan Rourke and Tyson Boylan participated in the PGA of BC Golfathon for ALS, in support of the event.

The course raised \$12,270.00



# TRICITY News Article

### Four rounds in one day: Coquitlam golfers complete marathon for ALS research

Six players recorded a combined 405 holes from dawn 'til dusk at Vancouver Golf Club, and have raised more than \$11,000 for the ALS Society of BC.

By **Kyle Balzer** | July 2, 2022



The Vancouver Golf Club in Coquitlam has raised nearly \$10,000 for the 2022 PGA of BC golf-a-thon for ALS, thanks to the physical and mental efforts of Michael Grabowski, Jordan Rourke, Bob McCusker and his daughter Grace. Michael Grabowski

Jordan Rourke was surprised he was able to physically complete four full rounds of golf on June 20.

In fact, the certified professional tells the Tri-City News he probably could've gone further than the 72 holes he played before darkness officially settled in.

His body, however, may have likely made the decision for him after his final putt on the 18th at Vancouver Golf Club in Coquitlam, but his mind is at peace knowing the physical and mental strains were worth every stroke.

As of this publication (July 2), he, alongside five other golfers, have raised more than \$11,000 amongst all collected donations in hopes of advancing research and resources to find a cure for Amyotrophic Lateral Sclerosis (ALS).

It was part of the PGA of BC's annual Golf-a-Thon for ALS — a marathon that sees golfers play as many holes as they can from sunrise to sunset at 34 courses across the province.

Along the way, participants are raising money for the ALS Society of BC with help and pledges from family, friends and the community.

Since its inception, the organization has raised roughly \$2 million for ALS research and estimates about 3,000 Canadians are currently living with the disease.

"This was my first year participating," Rourke explained in an interview with the Tri-City News about the endeavour.

"I was surprised that I didn't feel as tired as I thought I would during the last round of golf. If anything, I think the most difficult part was deciding that 72 holes was enough for us as we could have probably squeezed in another nine or so with the daylight."

Essentially, the golf-a-thon's objective to simply to take a swing, then chase the ball because some who choose to donate may pledge a certain amount of money per hole a participant completes.

Combined, Rourke says his group tallied 405 holes at the end of the day.

He and fellow certified golf pro Michael Grabowski completed 72 holes each, Bob McCusker played 36, Grace McCusker finished 18, and two other pros combined for 63 holes.

"There were definitely a few beverages over the course of the day to keep us going," said Rourke.

"One unique stat that I thought was interesting is Mike and I played a 72-hole match and the winner of the match won 281, which is extremely close over that amount of golf [...] lots of birdies and a few double bogeys."

Rourke says there was also a brief encounter with a bear and coyote that were playing with each other on the 13th hole of the first round.

After that, the mindset was play with purpose and determination.

This was the 10th year the Vancouver Golf Club took part in the PGA of BC's golf-a-Thon.

In 2021, its group raised a total of \$22,140 for ALS research - the second highest collected among participating courses.

If you wish to contribute to the cause, you're encouraged to visit the VGC's page on the golf-a-thon's website.

**◆ Thank you TRICITY News for the article!** 

### WILLIAMS LAKE GOLF & TENNIS CLUB

On June 13th, Rob Yaworski & Brody Conroy started their day at 5:30 AM golfing 19.5 hours finishing at 8:00 PM, golfing a total of 216 holes collectively.

The course raised \$871.85



### WINDERMERE VALLEY GOLF COURSE

On June 20th, Michael Midyette, Jack Nordquist, and Ryan Sorensen participated in the PGA of BC Golfathon for ALS, in support of the event.

The course raised \$1.082.00



# Thank you!

This year was a record-breaking year, with 41 courses participating and a total of 108 golfers participating in the 17th annual PGA of BC Golfathon for ALS! It is because of your support and dedication that we can 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

# 2022 Advertising & Marketing

### CORUS PARTNERSHIP

### Campaign Objective



Global BC, Global News: BC1 and Global News Radio 980 CKNW delivered a comprehensive campaign for the ALS Society of BC that created top of mind awareness with our viewers and listeners about the society, and to help promote the 17th annual PGA of BC Golfathon for ALS campaign from June 5 to July 3, 2022.



### Global BC

June 5 - July 3, 2022 67 x 60s Golfathon Commercial Frequency was 17 x per week Audience: 1.676.600 Adults 25+



### BC<sub>1</sub>

June 5 - July 3, 2022 16 x 60-second PSA Commercials Frequency was 4 x per week (BOGO) Audience: 136.000 Adults 25+

### Our BC

May 20 - 26, 2022 30-second Community Calendar Frequency is 5 x per week

## **Community Events**

May 20 - June 9, 2022 **Events Calendar Webpage** with events, logo and link to our website

### 980 **CKNW**

### **Our BC**

May 20 - June 2, 2022 Community Calendar Events Frequency is 560 x per week

### Social Media Integration







### **Radio Campaign Assets:**

- 2-Weeks 30-second On-Air Community Rundown Event Calendar **Inclusions** Frequency is 4 x per day
- 4-Weeks June **Online** Community Rundown Event Calendar Inclusions
- 2-Newsletters in May E-Newsletter Inclusions
- 2-Posts in May **Social Posts**
- Commercial campaign

### ALS SOCIETY OF BC INITIATIVES SALS



### Communications:

PGA of BC Golfathon For ALS updates are featured on all ALS BC social media platforms. Stories and event information featured on the Golfathon website.

### **Press Releases:**

Sent through ALS BC to local media outlets informing of details 2 weeks, 1 week, and 2 days prior to an event.

### Social Media Channels:



ALS BC



**ALSBC** 



YouTube

als bc



LinkedIn



# THANKYOU!

To the PGA of British Columbia,
Pacific Blue Cross, and Global BC for
supporting the ALS Society of BC!





