



[Technology Association of Georgia Education Collaborative Raising Funds To Strengthen Georgia.](#)

*The TAG Education Collaborative to raise funds through THE TOUR PGA Championship presented by Coca-Colas Kroger TICKETS Fore CHARITY program*

Online PR News â€“ 21-June-2010â€“ Atlanta, GA June 21, 2010 - More Georgias students need to be introduced to relevant application based programs in science and math to encourage them to pursue advanced degrees in science, technology, engineering and math (STEM) disciplines and ultimately strengthen Georgias future technology workforce; and funds raised from THE TOUR Championships Kroger TICKETS Fore CHARITY program will help the TAG Education Collaborative reach that goal. THE TOUR Championship, the finale of the PGA TOUR Playoffs for the FedEx Cup, is giving Greater Atlanta charities the opportunity to participate in Kroger TICKETS Fore CHARITY a unique fundraising initiative designed to improve the quality of life in the communities where PGA TOUR tournaments are held. THE TOUR Championship will feature the top 30 players on the PGA TOUR, September 22-26th at East Lake Golf Club.

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Through Kroger TICKETS Fore CHARITY, the TAG Education Collaborative and other participating local charities will promote the sale of tournament tickets to benefit their organizations. Best of all, 100 percent of the net proceeds from the tickets TAG Education Collaborative sells goes to charity: 50 percent to the TAG Education Collaborative and 50 percent to the East Lake Foundation, one of THE TOUR Championships primary charities.

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The TAG Education Collaborative appreciates the opportunity to participate in TICKETS Fore CHARITY, said Dan McDade, Board Chair, TAG Education Collaborative. Its now up to us to rally our supporters and generate the dollars that will help make a difference in STEM education in Georgia.

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This is an incredible opportunity to raise unlimited funds for the participating charity and there are absolutely no costs to the organization, said THE TOUR Championships Executive Director Todd Rhinehart. Fans will get to witness the very best the PGA TOUR has to offer and generate revenue for charities throughout greater Atlanta in a time when charities need help more than ever. Wed like to invite the community to join us in enhancing and enriching lives by participating in Kroger TICKETS Fore CHARITY.

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Daily tickets available through TFC cost \$50 until Labor Day, when tickets will go up to \$60. Both of these prices are a discount from the gate price of \$70. For those corporations interested in a creative and efficient way to acknowledge their best customers, TICKETS Fore CHARITY also offers a MasterCard Championship Club 10 weekly ticket book package for \$2,200. This ticket package allows access to two hospitality venues on holes 6 and 15 Wednesday to Sunday of tournament week.

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To purchase tickets, individuals will need to go to <http://www.AtlantaTFC.com> and select TAG Education

Collaborative from the list of participating organizations. Be sure to enter charity code TCTBQT in the TICKETS Fore CHARITY box. From that point on, any purchases made will directly benefit the TAG Education Collaborative. A confirmation email, with an e-ticket attached, will be sent to conclude the process. For any questions or to purchase MasterCard Championship Club Ticket Books please contact Chelsea Stewart at 404.378.8687 or at [ChelseaStewart@pgatourhq.com](mailto:ChelseaStewart@pgatourhq.com).

In addition to the new Kroger TICKETS Fore CHARITY program, proceeds from THE TOUR Championship benefit numerous local charities as well as the East Lake Foundation, ([www.eastlakefoundation.com](http://www.eastlakefoundation.com)) a non-profit organization founded in 1995 on the belief that everyone deserves a chance to succeed, the East Lake Foundation strives to build a better future through education for children and adults, affordable housing, job readiness and connections with the broader community. In 2008, THE TOUR Championship donated \$1.4 million to local charities, bringing the total amount raised since 1998 to more than \$9 million.

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#### About TAG Education Collaborative

The TAG Education Collaborative is dedicated to strengthening Georgias future workforce by uniting Technology Association of Georgia (TAG) resources with leading education initiatives while emphasizing science, technology, engineering and mathematics (STEM). The TAG Education Collaborative provides middle school and high school programs designed to provide these students with hands on activities that enable them to gain an appreciation for the opportunities available in STEM careers.

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#### About THE TOUR Championship presented by Coca-Cola

The top-30 players in FedExCup points after the BMW Championship qualify for THE TOUR Championship presented by Coca-Cola, the finale of the PGA TOUR Playoffs for the FedExCup. FedExCup points are reset prior to THE TOUR Championship presented by Coca-Cola, ensuring a real shootout as all 30 players in the field will have a mathematical chance of winning the FedExCup with a victory at the event. THE TOUR Championship is annually contested at Atlantas renowned East Lake Golf Club, the formative home of the legendary Bobby Jones. In 2009, THE TOUR Championship presented by Coca-Cola made contributions totaling more than \$1 million to charities, which primarily benefit the East Lake Foundation and The First Tee. Since 1998, THE TOUR Championship presented by Coca-Cola has donated more than \$10 million to charity, both locally and nationwide.

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#### About the PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to expand the PGA TOUR domestically and internationally so as to substantially increase player financial benefits while maintaining our commitment to growth in charity and integrity to the game. In 2010, the three Tours compete in 102 events for more than \$350 million in prize money. Tournaments will be held in 10 countries outside the U.S. and in 35 states.

In addition to providing competitive opportunities for its membership, TOUR events also generate significant funds for local charities. In fact, the three Tours have surpassed the \$1.5 billion mark in overall charitable contributions. The PGA TOURs web site address is <http://www.PGATOUR.COM> and the company is headquartered in Ponte Vedra Beach, FL.

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