



CHAMPIONS

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Variety – the Children’s Charity of Iowa
Named PGA TOUR Champions Charity of the Year
National award will help fund construction of inclusive playground for children

PONTE VEDRA BEACH, Florida – PGA TOUR Champions announced that its 2018 Charity of the Year is [Variety – the Children’s Charity of Iowa](#), an official tournament charity partner of the [Principal Charity Classic®](#), presented by Wells Fargo.

The Principal Charity Classic, the annual PGA TOUR Champions event in Des Moines, has raised more than \$17.7 million to help Iowa kids succeed since 2007. Last year, the tournament touched the lives of more than 130,000 children statewide.

“Variety is proud to be one of the Principal Charity Classic’s tournament charity partners,” said Sheri McMichael, Executive Director of Variety. “And to be recognized by the PGA TOUR Champions for that partnership and our efforts to provide inclusive play to all Iowa children is a great honor.”

The national Charity of the Year honor celebrates Variety’s commitment to improving the lives of Iowa kids. As Charity of the Year, Variety will receive a \$30,000 donation from PGA TOUR Champions. The donation will be used to help fund the construction of the inclusive Variety Star Playground at Riverview Park, which will be Des Moines’ second park with adaptive equipment for children with special needs.

Variety advocates for and improves the lives of children throughout Iowa who are at-risk, underprivileged, critically ill and/or growing up with special needs. One of Variety’s signature programs is “Bikes for Kids,” which provides bikes, helmets and locks to kids, as well as adaptive bikes for children with special needs. Charitable dollars raised by the Principal Charity Classic have helped fund the donation of more than 100 adaptive bikes.

“The Principal Charity Classic makes a tremendous impact on kids across the state of Iowa, and we’re proud to honor Variety as the PGA TOUR Champions Charity of the Year,” said Miller Brady, President of PGA TOUR Champions. “Variety is one of the many great charities impacted by the Principal Charity



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Classic, and so many lives have been shaped because of the tournament's dedication to charitable giving."

The 2019 Principal Charity Classic will take place May 28 – June 2 at historic Wakonda Club in Des Moines. Tickets are available now at principalcharityclassic.com/tickets.

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About PGA TOUR Champions

PGA TOUR Champions is a membership organization of professional golfers age 50 and older, including 32 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. In 2019, the PGA TOUR Champions schedule includes 27 tournaments across the United States, Japan, England and Canada, with purses totaling nearly \$58 million. The Charles Schwab Cup, which includes the Regular Season and the Charles Schwab Cup Playoffs, is used to determine the season-long champion. All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, telecasts air in excess of 170 countries and territories, reaching more than 340 million potential households, and distributed in 15+ markets via GOLFTV. Follow PGA TOUR Champions online at PGATOUR.com, at facebook.com/PGATOURChampions, on Twitter [@ChampionsTour](https://twitter.com/ChampionsTour) and on Instagram [@pgatourchampions](https://instagram.com/pgatourchampions).

About the Principal Charity Classic

The Principal Charity Classic is an annual and award-winning PGA TOUR Champions event dedicated to investing in the future of Iowa kids. In 2018, the Principal Charity Classic raised a record \$4,356,321 for charity, bringing the tournament's giving total to more than \$17.7 million since 2007.

Tournament funds benefit organizations that provide a broad level of support to Iowa kids in the areas of education and culture, financial security and stability, and/or health and wellness. Last year, the tournament touched the lives of more than 130,000 children statewide.

The 2019 Principal Charity Classic tournament will take place May 28 - June 2, 2019, at the historic Wakonda Club in Des Moines, Iowa. For more information, visit principalcharityclassic.com and connect with the tournament on social media at facebook.com/principalcharityclassic, on Twitter [@PCCTourney](https://twitter.com/PCCTourney) and on Instagram [@principalcharityclassic](https://instagram.com/principalcharityclassic).