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## TRAVELERS CHAMPIONSHIP FEATURES BIRDIES FOR CHARITY PROGRAM TO HELP GENERATE MONEY FOR NONPROFITS

***Registered nonprofits can earn a minimum of 15% bonus in addition to their collected pledges***

**HARTFORD, Conn., April 10, 2015** – The Travelers Championship today announced that more than 90 nonprofit organizations have registered for the Birdies for Charity program. Registration will continue to be open with more charitable organizations expected to sign up in the coming weeks.

“We are honored to be able to support many worthy causes throughout our region,” said Travelers Championship Tournament Director Nathan Grube. “Birdies for Charity gives nonprofits a platform to use the tournament in order to raise significant funds for their organization. We welcome all such organizations to get involved with our charity programs.”

Birdies for Charity was designed to help make fundraising easier for nonprofits. This program is a pledge-based fundraiser, similar to a walk-a-thon, where regional nonprofit organizations can solicit pledges based upon the number of birdies made during the 2015 Travelers Championship. Through Birdies for Charity, participating organizations solicit their donor bases for a minimum pledge of two cents per birdie or a one-time, flat-rate donation.

Birdies for Charity is a no-cost, no-risk program where nonprofits receive 100 percent of the pledges they solicit, plus a 15 percent bonus on every dollar. Administration of the program is turnkey, and is provided by the Travelers Championship and CohnReznick.

CohnReznick serves as the presenting sponsor of the Birdies for Charity program, providing \$50,000 toward the bonus bucks pool. Ford Motor Company also supports the bonus bucks by providing an additional \$15,000 toward the pool totaling \$65,000. In addition, CohnReznick handles all the administration for the program, which includes tracking pledges, issuing invoices, and collecting payments. One hundred percent of all funds collected are returned to the nonprofit organization.

“We are incredibly proud of our affiliation with the Travelers Championship, which began with our involvement with Birdies for Charity in 2009,” stated Frank Longobardi, CohnReznick’s Regional Managing Partner - New England. “Our support of the program has expanded from the first year when our firm provided back office support by processing pledges, to being sponsor of the birdies bonus bucks program with an annual contribution of \$50,000 that is returned directly to participating charities. The program continues to grow with more Connecticut not-for-profit organizations joining each year, and we look forward to breaking all previous records for the number of organizations involved and dollars generated in 2015.”

On April 15, the Travelers Championship will host its annual Birdies for Charity Kickoff Breakfast at the Pond House in West Hartford, Conn. New and returning charities are encouraged to attend to learn more about how to effectively utilize the Birdies for Charity platform to raise funds for their organization. The morning will begin with a continental breakfast and networking session among attendees. Following, there will be a question and answer session with a panel of current Birdies for Charity participants and a fundraising seminar brought to you by Connecticut Association of Nonprofits. All nonprofits in attendance will have a chance to receive one of two \$500 donations from the Travelers Championship. Seating is limited. To reserve your seat today please RSVP with Taylor Whiting at [twhiting@travelerschampionship.com](mailto:twhiting@travelerschampionship.com)

John Bermel, retired Aetna executive and current board member of the Travelers Championship, has taken on the role of Community Ambassador for the Birdies for Charity program. Bermel will be working closely with nonprofits throughout the region to increase the number of charities participating and maximize their activation within the Birdies



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for Charity platform. With his leadership and direction, tournament officials are excited about the continued growth of the program in 2015 and beyond.

“The Birdies for Charity program is a great way to raise money for your organization,” said Bermel. “With so many nonprofits looking for new ways to raise money, Birdies for Charity is a simple and innovative way to grow fundraising. Organizations who raise \$5,000 will receive a \$750 bonus, while those who raise \$10,000 receive a \$1500 bonus. With the administrative support of CohnReznick and the Travelers Championship, nonprofits can put all their focus on reaching out to their donor base.”

All nonprofits are encouraged to sign up to participate in Birdies for Charity. Each year, the tournament donates 100 percent of its net proceeds to charity, and since 2007 the Travelers Championship has generated more than \$8 million for local and regional charities. The 2014 tournament generated \$1.558 million for more than 140 charities - the highest dollar amount since Travelers became the title sponsor eight years ago. For more information on the 2015 Birdies for Charity program, how to make a pledge or register for the Birdies for Charity program, please visit <http://www.travelerschampionship.com/birdies-for-charity/> or contact Katie McMorrow at [kmcmorrow@travelerschampionship.com](mailto:kmcmorrow@travelerschampionship.com)

The Travelers Championship will take place from June 22 to 28 at TPC River Highlands in Cromwell, Connecticut, and tickets are on sale now. For a limited time, fans can purchase the Golf Is Here ticket package, which includes 4 General Admission Tickets, 1 Lot B Parking Pass, and \$40 in Food and Beverage Vouchers for \$150 (\$218 Value). This offer is only valid through Friday, April 17. To purchase the Golf Is Here ticket package, please visit [www.travelerschampionship.com/tickets-packages/](http://www.travelerschampionship.com/tickets-packages/) or call 1-866-840-8821.

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#### **About the Travelers Championship**

As the first PGA TOUR event of the season in the Northeast, the Travelers Championship is one of the region's premier sporting events. The tournament proudly supports the PGA TOUR's Tradition of Giving Back by donating 100 percent of net proceeds to charities. Travelers, a leading provider of property casualty insurance for home, auto, and business, is the Official Property Casualty Insurance Provider of the PGA TOUR, and became the tournament's title sponsor in 2007. The company has been doing business in the community for more than 150 years and has been a corporate sponsor of this event each year since its inception in 1952. Complete details are available on [www.TravelersChampionship.com](http://www.TravelersChampionship.com).



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