



# Children's Museum of Atlanta

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## **FOR IMMEDIATE RELEASE**

### **Children's Museum of Atlanta raises \$150,000 during fourth annual golf outing 'Tournament for PLAY'**

*Proceeds support Museum's early childhood educational programming and community outreach*

**ATLANTA (September 8, 2016)** – This past week, 120 golfers teed up for charity during **Children's Museum of Atlanta's** fourth annual golf outing **Tournament for PLAY**, held on **Monday, August 29** at the prestigious Peachtree Golf Club. Presented by PNC, the fundraiser raised nearly \$150,000 through generous donations and golfer registration in support of the Museum's early childhood educational programming and community outreach initiatives.

"Each year, we are thrilled by the participation and success of Tournament for PLAY, and this year is no exception," said Jane Turner, executive director of Children's Museum of Atlanta. "Because of the continued support of our dedicated partners and loyal patrons, we have exceeded our fundraising goal for the event and will be able to provide even more programming for children and families in Atlanta and throughout our state. We are grateful for each person who made this event possible, and we want to thank you for supporting the next generation!"

Proceeds from the tournament directly touch the lives of more than 200,000 children and families annually. Children's Museum of Atlanta's mission is to spark imagination and inspire discovery and learning for all children through the power of play. Serving the children, families and schools in Atlanta and throughout Georgia, the Museum has welcomed well over 2 million visitors since opening in 2003. Since reopening in December 2015 after undergoing a massive renovation project, the Museum is further committed to serve the community as a world-class children's museum and to continue to help ignite curiosity, imagination, problem-solving skills and a love of learning in the next generation of Atlantans.

"By extending our support for this year's tournament, we are making a strategic investment to help prepare our youngest learners for future success," said Eddie Meyers, PNC regional president. "Children's Museum of Atlanta is a tremendous asset for our community, and we are committed to continuing our partnership."

In addition to a philanthropic day of golf, players were treated to a special breakfast presented by sponsor LexisNexis to kick off the day's festivities. The event wrapped up with a reception and awards ceremony to honor top players.

"The ongoing success of the Museum's Tournament for PLAY is truly a testament to the incredible enthusiasm and generous donations from our participants and partners," said Chair of Tournament John T. Williams, Jr., Managing Principal & CEO of Lakeview Capital Partners.

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**About Children’s Museum of Atlanta:**

Children’s Museum of Atlanta is the only educational venue of its kind in Atlanta, presenting educational programs and exhibits designed for young children ages 0-8. The Museum’s mission is to spark imagination and inspire discovery and learning for all children through the power of play. With six permanent learning zones consisting of bright, creative and hands-on exhibits, the Museum supports inventive play-based exploration and experiential learning focused on the whole child. Core competencies for literacy, math and science are promoted throughout all exhibits and programming in alignment with the state and national Core Performance Standards. Children’s Museum of Atlanta also offers parties, memberships, field trips, summer camp and private events. For more information or to support Children's Museum of Atlanta, visit [childrensmuseumatlanta.org](http://childrensmuseumatlanta.org) or call 404.659.KIDS [5437].

**Museum Admission:** General Admission is \$14.95 (plus tax) for anyone 1 – 100 years old. Babies and members are admitted for free. All daily programs are included in price of admission. Group rates and military discounts are available. For more information regarding ticket and membership options, visit [childrensmuseumatlanta.org/plan-your-visit/faqs/](http://childrensmuseumatlanta.org/plan-your-visit/faqs/).

**Museum Hours:** Monday, Tuesday, Thursday and Friday 10:00 a.m. – 4:00 p.m.; Saturday and Sunday 10:00 a.m. – 5:00 p.m.; Closed on Wednesdays. Please check the Museum website to confirm hours of operation.

Facebook: <https://www.facebook.com/childrensmuseumatlanta>

Twitter: <https://twitter.com/ChildMuseumATL>

Instagram: <https://www.instagram.com/childrensmuseumatlanta>

Pinterest: <http://pinterest.com/cmatlanta>

**PNC Foundation**

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group ([www.pnc.com](http://www.pnc.com)), actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture. Through Grow Up Great, its signature cause that began in 2004, PNC has created a bilingual \$350 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life.

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