



For Immediate Release

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The First Tee® of Atlanta and The First Tee® of East Lake combine to form The First Tee® of Metro Atlanta

Consolidated Organization to Serve 145,000 Participants Across 8 Metro Atlanta Counties

Atlanta, GA, June 28, 2019 – The First Tee® of Atlanta and The First Tee® of East Lake have announced today that effective July 1, 2019 they will combine to become The First Tee® of Metro Atlanta. The consolidated organization will significantly broaden its impact throughout Metro Atlanta by increasing program locations and offering expanded golf and life-skills programming opportunities for youth participants.

The mission of The First Tee® of Metro Atlanta is to positively impact the lives of Metro Atlanta’s young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

The First Tee® of Metro Atlanta service area consists of 8 counties including Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett and Henry. Plans include the addition of neighboring counties in the near future. This consolidated organization will serve approximately 145,000 participants, through in-school and out-of-school programming, across its Life Skills Experience Program, the after-school DRIVE (Develops Rewarding, Inspiring Values for Everyone) program and the National Schools Program.

“The First Tee® of Atlanta and The First Tee® of East Lake have a long track-record of success providing young people with invaluable skills that help them on and off the golf course,” said Marvin Hightower, Executive Director of The First Tee® of Metro Atlanta. “Together as one, this consolidated organization will build on that success by strengthening partnerships, developing a more concentrated strategy for fundraising, expanding our educational programming and increasing accessibility for youth participants and volunteers. We are thankful to those that have worked diligently to ensure a seamless transition during the consolidation including the boards and staff of the East Lake Foundation and The First Tee® of Atlanta.”



The First Tee® of Metro Atlanta Life Skills Experience programming will consist of 9 program locations including:

- John A. White Park Golf Course (SW Atlanta)
- Charlie Yates Golf Course (SE Atlanta)
- Browns Mill Golf Course (Atlanta)
- Mystery Valley Golf Course (Lithonia)
- Collins Hill Golf Course (Lawrenceville)
- Hamilton Mill Golf Course (Dacula) - Launching in July 2019
- Eagles Landing Golf Club (Stockbridge) - Launching in July 2019
- Mirror Lake Golf Club (Villa Rica) - Launching in July 2019
- White Oak Golf Club (Newnan) - Launching in July 2019

The executive management team for the consolidated organization will consist of Marvin Hightower (Executive Director), Rich Alvarez, Jeff Dunovant, Jenae Jenkins and Nyre Williams.

For additional information, FAQs, participant and volunteer registration or to support The First Tee® of Atlanta please visit www.thefirstteeatlanta.org

About The First Tee®

First Tee® is a youth development organization introducing the game of golf and its inherent values to kids and teens. Through after-school and in-school programs, we help shape the lives of young people from all walks of life by reinforcing values like integrity, respect, and perseverance through the game of golf. And it's making a difference. First Tee offers programs in all 50 states through [First Tee Chapters](#), [The National School Program](#), and [First Tee DRIVE](#). First Tee is expanding globally and currently offers programs at six international locations.