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Ladies Golf Tour to Stop in Hamilton County

InsideIndianaBusiness.com Report

The development tour for the Ladies Professional Golf Association is planning its first ever stop in Central Indiana. The inaugural My Marsh Golf Classic is set for May 28-June 3 at The Hawthorns Golf and Country Club in Fishers. Proceeds from the Symetra Tour event will directly benefit the Muscular Dystrophy Association.



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February 8, 2012

News Release



FISHERS, INDIANA, February 8, 2012 - Marsh Supermarkets, Hamilton County Sports Authority (HCSA), and the Ladies Professional Golf Association (LPGA) jointly announced today that the Symetra Tour—Road to the LPGA—will make a stop in Hamilton County for the first time in Tour history. The inaugural \$100,000 purse My Marsh Golf Classic will be held May 28- June 3 at The Hawthorns Golf and Country Club in Fishers, Ind.

Proceeds from the My Marsh Golf Classic will directly benefit the Muscular Dystrophy Association. MDA is the nonprofit health agency dedicated to curing muscular dystrophy, ALS and related diseases by funding worldwide research. The Association also provides comprehensive health care and support services, advocacy and education.

"We are delighted to help bring the rising stars of the LPGA to Central Indiana as a way to raise valuable funds for the Muscular Dystrophy Association and further enable this great organization to achieve its goals," said Joe Kelley, chairman, CEO and president of Marsh Supermarkets. "Like many of our customers, these players are young women who are working hard to develop their careers, follow their dreams and be the best they can be at what they do. Everyday our 8,000 Marsh associates display that same commitment to excellence when providing outstanding service to Marsh shoppers."

"We are very excited to work with the Symetra Tour and Marsh to host the My Marsh Golf Classic at The Hawthorns Golf and Country Club," said William Knox, director of the Hamilton County Sports Authority. "The tournament will place the Hawthorns Golf and country Club and the town of Fishers in golf's national spotlight. Hamilton County, Indiana is well known for its exceptional golf courses and professional golf events. Adding the My Marsh Golf Classic is a great complement to a long list of collegiate, amateur and professional tournaments making Hamilton County a destination for world-class golf."

David Stephenson, Regional Director for Muscular Dystrophy Association said, "MDA is deeply grateful to Marsh Supermarkets and its CEO,

Joe Kelley, for their support through the My Marsh Golf Classic. It is only through the generosity of wonderful organizations like Marsh that we are able to provide help and hope for the children and adults living with neuromuscular diseases in Indiana and Ohio.”

The tournament will feature a full field of 144 professional women golfers from around the world competing for a total prize of \$100,000. The Symetra Tour – Road to the LPGA is the world's largest international women's development tour and is committed to developing LPGA stars of tomorrow while creating viable role models for the youth today. Every year, the top 10 Symetra Tour players earn automatic membership to play on the LPGA Tour.

“We are privileged to have not only the leadership and support of a successful and established company like Marsh Supermarkets, but also the experience and direction provided by the Hamilton County Sports Authority which will make this one of our most successful events on Tour,” said Zayra Calderon, CEO of the Symetra Tour. “Together, they’ve joined with the LPGA to bring the Symetra Tour and its rising stars to Hamilton County. This event will showcase the next generation of LPGA stars and give fans a chance to experience women’s professional golf.”

The tournament will be held on the Arthur Hills designed course at The Hawthorns Golf and Country Club. The course winds through more than 275 acres of woods and wetlands.

In addition to the professional tournament, organizers will offer amateur golfers a chance to play with a professional in Pro-Am events during the tournament week. Golf clinics and a variety of other family-friendly activities are also planned.

About Marsh Supermarkets:

Headquartered in Indianapolis, Marsh operates 70 stores, including three O’Malia’s Supermarkets and 27 MainStreet Markets, in Indiana and Ohio, along with 40 Indiana pharmacy locations. Marsh has the distinction of being the first grocery store in the world to use electronic scanners to ring up purchases.

About the Hamilton County Sports Authority:

The Hamilton County Sports Authority (HCSA) is a division of the Hamilton County Convention and Visitors Bureau dedicated to marketing Hamilton County, Indiana as a premier destination for sports events. The HCSA facilitates and encourages the development of competitive sports programs in Hamilton County by leveraging resources among partner organizations throughout the area. The mission of HCSA is to provide leadership, guidance and marketing expertise in attracting regional, national and international sporting events to benefit Hamilton County economically.

About the Symetra Tour:

The Symetra Tour, the official developmental tour of the LPGA, enters its 32nd competitive season in 2012. With the support of its new umbrella sponsor, Symetra, the Tour’s mission is to prepare the world’s best young women professional golfers for a successful career on the LPGA Tour. 2012 marks the first season that the top-10 money winners will receive full, equal status for the following season on the LPGA Tour. The 2012 schedule includes 16 tournaments with stops in 11 U.S. states and Mexico and a total purse of \$1.76 million. With more than 500 alumnae moving on to the LPGA, former Symetra Tour players have won a total of 362 LPGA titles, including 39 major championships. Symetra Tour events have contributed more than \$5 million to charitable organizations throughout the nation since 1989. Follow the Symetra Tour on the web at www.SymetraTour.com, [Facebook.com/RoadtotheLPGA](https://www.facebook.com/RoadtotheLPGA), [Twitter.com/Road2LPGA](https://twitter.com/Road2LPGA), and [YouTube.com/Road2LPGA](https://www.youtube.com/Road2LPGA).

Source: Marsh, Symetra Tour

