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Beat the Heat Summer Swing Golf Tournament

MEDIA ADVISORY

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WHAT: Kendrick Fincher Hydration for Life will hold its annual Beat the Heat Summer Swing Golf Tournament Monday, July 26. There will be a silent auction table in the clubhouse, featuring autographed University of Arkansas and Dallas Cowboys memorabilia. The cost to participate is \$400 for a four-person team. Teams can register online in advance at www.kendrickfincher.org, or on site the day of the event beginning at 11:30.

WHO: The community is invited to participate in the tournament by forming four-person teams. Rhonda Fincher, founder of Kendrick Fincher Hydration for Life and Sam Pittman, head coach of the University of Arkansas Razorback football team will be in attendance and available for interviews.

WHERE: Springdale Country Club
608 W. Lakeview Drive
Springdale, Ark. 72764

WHEN: Monday, July 26
Tee time is at 1 p.m.

WHY: Kendrick Fincher Hydration for Life's mission is to promote proper hydration and prevent heat illness through education and supporting activities. All proceeds from the event benefits the organization.

MEDIA OPPORTUNITIES:

Sam Pittman and Rhonda Fincher will be available for interviews at the first hole tee box at 12:30 p.m. and will participate in the ceremonial first shot at 1 p.m. Teams will warm up on the course driving range and putting greens beginning at noon.

BACKGROUND

Rhonda Fincher, founder of the Kendrick Fincher Hydration for Life, lost her son, Kendrick, after he suffered a heat stroke during football practice in 1995. Rhonda developed the foundation to ensure children have proper hydration during athletic activities and that they have squeeze bottles with them at all events to save lives from heat illness. The Kendrick Fincher Hydration for Life mission is to promote proper hydration and prevent heat illness through education and supporting activities.

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