FOR IMMEDIATE RELEASE

Birdies for Charity PGA Tour Fundraiser to Benefit the San Diego Center for Children

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SAN DIEGO – The San Diego Center for Children has once again been invited for the third straight year to benefit from the Farmer’s Insurance Open and its Birdies for Charity campaign. The San Diego portion of the PGA Tour occurs February 5-8 at the renowned Torrey Pines Golf Course.

Birdies for Charity is a fundraiser organized by the Century Club, the host of the San Diego golf tournament, which this year benefits 12 local charities whose focus is in helping children in the community. Both the Century Club and Farmers Insurance have pooled together a total “bonus pool” of $160,000 to make the campaign a real win-win for donors and charities.

Individuals and corporations can donate a flat amount or pledge to donate money to the San Diego Center for Children for every birdie the professionals make during the competitive rounds of the Farmers Insurance Open. Last year, golf professionals made 1,500 birdies in the tournament. So, for example, if 1,500 birdies are made again this year and you pledge 1 cent, your total pledge would be $15. If you pledge 5 cents, your total pledge would be $75. If you pledge 25 cents, your total pledge would be $375, and so on.

The more the Center raises in donations, the greater pro-rated portion they receive from the bonus pool. The Center’s Iris Auxiliary, who is celebrating their 35 years with the Center in 2015, will once again be helping in the fundraising efforts to maximize the potential for the highest portion of the pool to go back to the Center.

Donations and pledges should be made by February 8, 2015, at 5pm. At this time, the additional amount from the bonus pool that each charity will receive will be determined as well.
For more information or to make a pledge, please visit www.farmersinsuranceopen.com or www.centerforchildren.org.

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**About the San Diego Center for Children**

Founded in 1887, the San Diego Center for Children is the oldest children’s non-profit in San Diego. Today, in eight locations and hundreds of homes across the county, the Center provides therapeutic care, specialized education and critical life skills to over 1,000 children and their families. From prevention and assessment, outpatient counseling, specialized education, foster care, residential treatment and transitional services back into the community, the Center is a flagship organization for children and teens struggling with behavioral and emotional health challenges. Additional information about the San Diego Center for Children and all of its programs is available through its website, www.centerforchildren.org.