

Toro Increases Commitment in Long-Standing Partnership With The First Tee and Achieves Trustee Designation

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The Toro Company today announced that it is extending its long-standing partnership with The First Tee, becoming a Trustee level supporter of the nonprofit organization. The relationship between Toro and The First Tee began shortly after the youth development organization was founded in 1997.

The First Tee aims to positively impact the lives of young people from all walks of life by providing educational programs that build character, instill life-enhancing values and promote healthy choices through golf. Among The First Tee Nine Core Values emphasized in all of their programs are integrity, respect, and perseverance.

"These values most certainly align with those of The Toro Company, and we are proud to be extending our commitment to this outstanding organization and program that helps shape the lives of young people across the country," explains Michael J. Hoffman, Toro's chairman and chief executive officer. "We have seen firsthand how important this program is to participants, and we are excited to continue our support as a corporate partner and achieve trustee status with The First Tee."

As a component of the continued partnership, Toro will further its sponsorship of an environmental education and course improvement initiative, called Live Green!, in which seven of The First Tee's chapters across the country will be selected to host a hands-on educational event with hundreds of student participants. The program teaches First Tee students about sustainable golf practices, while facilitating eco-friendly golf course improvements. The curriculum is developed based on input from Audubon International, The Toro Company and The First Tee. In addition, Toro's support provides chapter facilities with discounted Toro turf maintenance equipment and irrigation products in an effort to ensure high-quality course conditions for participants.

"Toro has truly distinguished itself in understanding and embracing the mission of The First Tee and in being actively engaged with the home office, the chapters and young participants as part of their investment," explains Joe Louis Barrow, Jr., CEO of The First Tee. "We're thrilled to have the continued support of such a long-standing, valued partner."

Source: TORO