



News Release

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FOR IMMEDIATE RELEASE—July 14, 2004

Keuka College Golf Classic Another Example of College, Community Cooperation

KEUKA PARK, N.Y.—No one could have imagined how big the Keuka College Golf Classic would become back in 2000.

The inaugural tournament drew 148 golfers and raised nearly \$8,000 for the College's environmental science program.

"Considering it was a first-year tournament, we were pleased with the turnout and the fact that we were able to support a program that means a great deal to the College and community," said Executive Vice President Carolanne Marquis.

In 2001, the event realized more than \$21,400—which included a challenge gift from local resident Willaim C. Butcher—for the environmental science program and what is now known as the Jephson Community Athletic Complex.

"The need to increase recreational space—fulfilled by the athletic complex—was near and dear to the hearts of many area residents," said Marquis.

Since 2002, proceeds from the tournament have been allocated to the Keuka College Golf Classic Scholarship. It is awarded annually to a student, preferably from the Finger Lakes region, studying science and interested in working with the Keuka Lake water-testing program.

"In three years, more than \$40,000 has been raised for this scholarship program," said Marquis. "It is another example of what can happen when the College and community work together for the common good."

The tournament drew 160 golfers in 2001 and 180 each of the last two years. A full field of 200 players is expected at this year's tournament, scheduled July 19 at Lakeside Country Club in Penn Yan. Beginning in 2002, the College was forced to offer morning



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GOLF 2

and afternoon sessions to accommodate all the people who wanted to participate in the event.

“Interest in the tournament has grown and can be attributed to the good work of the Keuka College Golf Committee, which includes College personnel and community residents,” explained Marquis, who praised the work of Fran (associate vice president for development) and Cass Crovetti (associate director of community programs and regional events), members of her college advancement staff and residents of Penn Yan. “This has been a labor of love for Fran and Cass.”

Marquis also praised the efforts of the committee chairs. Penn Yan residents Mike and Deb Manahan have chaired the committee the past two years after a three-year run by Walt and Ellie Scott, also of Penn Yan.

“The Scotts played key roles in getting the community behind this event and the Manahans have continued to foster the goodwill that exists between the College and community,” said Marquis.

No fund-raiser golf tournament could succeed without sponsorship support and the Keuka College Golf Classic is no exception. Major sponsors since its inception include Bristol Valley Theater, Bully Hill Vineyards, Canandaigua National Bank, Finger Lakes Health Systems, Geneva Club Beverages, Glenora Wine Cellars, Ikon Business Solutions, Jewelry Crossings, Keuka Lake Association, Keuka Restaurant, LeChase Construction, Sodexo, and Stork and Manahan.

In addition to the 18-hole scramble golf tournament, the \$90 entry fee includes golf cart, lunch, dinner, gift, and door prizes. There’s also a raffle, with items donated this year by WFLR (weekend in Toronto), Keuka College faculty member and acclaimed sculptor Dexter Benedict (artwork), Inn at Glenora (dinner and overnight stay), Roto Salt (golf equipment) and Bristol Valley Theater (two tickets).

Friendly Chrysler will turn over the keys to a 2004 Chrysler 300 to any player recording an ace on the par 3 14th hole.