



## Media Advisory

Date: 9/18/2020

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### Beat the Heat Summer Swing Golf Tournament

- WHAT:** Beat the Heat Summer Swing is a golf tournament that benefits Kendrick Fincher Hydration for Life.
- WHEN:** The tournament will be played Monday, July 12. Players will tee off at 1 p.m.
- WHERE:** The tournament will take place at Springdale Country Club. 608 W Lakeview Drive, Springdale, Arkansas.
- WHO:** The tournament is open to the public. Sam Pittman, head coach of the University of Arkansas Razorback football team and Rhonda Fincher, founder of Kendrick Fincher Hydration for Life will be joining the players in the tournament.
- WHY:** The Beat the Heat Summer Swing tournament was created to raise money for Kendrick Fincher Hydration for Life. The organization promotes hydration and prevention of heat illness.

**MEDIA OPPORTUNITIES:** There will many photo opportunities throughout the tournament. A silent auction featuring autographed University of Arkansas and Dallas Cowboys memorabilia will be held at the clubhouse. At noon, the teams will begin to warm up on the driving range and putting greens. At 12:30 p.m., Sam Pittman and Rhonda Fincher will be available for interviews at the first hole tea box. Pittman and Fincher will hit ceremonial tee shots at the first hole tee box at 1 p.m.

**REGISTRATION:** Players can register online at [www.kendrickfincher.org](http://www.kendrickfincher.org). Registration will also be available on site the day of the event beginning at 11:30 a.m. Registration costs \$400 for a four-person team.