



FOR IMMEDIATE RELEASE

Bermuda Championship Launches Birdies for Charity Programme for Island Nonprofits

Fundraising platform to expand charitable impact in Bermuda

Southampton, Bermuda (July 12, 2021) — The Bermuda Championship is proud to announce an island-wide charitable initiative using the excitement of the PGA TOUR event taking place October 25-31 at Port Royal Golf Course, Southampton.

The Bermuda Championship [Birdies for Charity](#) is an easy and effective matching fund programme that provides all Bermuda nonprofits with the opportunity to increase visibility and solicit donations to support their mission. Organisations receive every penny they raise, plus up to a 10% match on every donation. With no minimum amount that must be raised, this is a risk-free opportunity to raise additional funds year-round.

Orientation will take place on July 21 for registered Bermuda charities who are in good standing to learn more information. To reserve a seat at the Birdies for Charity orientation, please visit: [Birdies for Charity Orientation Pre-Registration](#). Due to limited space, pre-registration is required for attendance.

“Charity is at the core of the Bermuda Championship and we are very excited to introduce this successful fundraising platform,” said Bermuda Championship Executive Director Sean Sovacool. “Inspired by the programme’s tremendous success at other PGA TOUR tournaments, Birdies for Charity will make it possible to expand our reach and offer more opportunities to get involved and make a positive impact for the community. We encourage all eligible nonprofits to participate in this free programme as part of the 2021 Bermuda Championship.

[Click here](#) to learn more about the Birdies for Charity programme. General inquiries may be directed to Dede Cooper, Community Outreach Manager, at dede@bermudachampionship.com.

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About Bermuda Championship

The Bermuda Championship is an annual stop on the PGA TOUR. To-date, the tournament has raised over \$400,000 for local charities. This is the first PGA TOUR event ever held in Bermuda, highlighted by a field that includes a minimum of three Bermudians who qualify to compete via a Local Qualifying event. Scheduled for October 25 to 31 at Port Royal Golf Course in Southampton, the 2021 Bermuda Championship will feature a field of 120 players, 72 holes of stroke play and a purse of a minimum of US\$3 million. This official FedEx Cup event will showcase Bermuda to the world with 14 hours of live Golf Channel broadcast. For more information, visit bermudachampionship.com and connect with the tournament on [Facebook](#), [Twitter](#) and [Instagram](#).

BERMUDA CHAMPIONSHIP

About Bermuda Tourism Authority (BTA)

The Bermuda Tourism Authority (BTA) is an award-winning, accredited destination marketing organisation that promotes Bermuda internationally and works to empower our tourism industry stakeholders. Explore Bermuda's National Tourism Plan at [BermudaNTP.com](https://bermudantp.com).

About PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires, and positively impacts our fans, partners, and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR Series-China. Members on the PGA TOUR represent the world's best players, hailing from 29 countries and territories (94 members are from outside the United States). Worldwide, PGA TOUR tournaments are broadcast to 216 countries and territories in 28 languages. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$3.2 billion.

Fans can follow the PGA TOUR on [PGATOUR.COM](https://pgatour.com), the No. 1 site in golf, on the [PGA TOUR app](#) and on social media channels, including [Facebook](#), Instagram (in [English](#), [Spanish](#) and [Korean](#)), [LinkedIn](#), [Twitter](#), [WeChat](#), [Weibo](#), [Toutiao](#), and [Douyin](#).

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