

**FOR IMMEDIATE RELEASE**

**The Twelfth Annual CMAA Philadelphia and Vicinity Chapter Make-A-Wish Golf Classic is set to be held at Stonewall in Elverson, PA on Monday, July 12, 2010.**

July 12, 2010 marks the date for the Twelfth Anniversary of the CMAA Make-A-Wish Golf Classic. Since 1998, Philadelphia area club managers have joined together to play in a golf tournament benefiting the local chapter of the Make-A-Wish Foundation. This year's event will be held at Stonewall Golf Links in Elverson, PA. Over 150 players will enjoy two of the area's most exclusive courses in an event that has raised over \$435,000 in its eleven years.

The event was conceived by Robert Weissberg, General Manager at Radnor Valley Country Club in Villanova, PA when he reached out to the Philadelphia Chapter of CMAA to support the charity's efforts. As Mr. and Mrs. Weissberg are the proud parents of a "WISH CHILD," who was granted a wish in 1998, they felt it only appropriate to attempt to "give something back."

The first six annual tournaments garnered much success, with the format including two days of activities for the participants and guests, hosted at premier South Jersey golf clubs and at Harrah's Casino in Atlantic City, NJ. The event quickly became a mainstay on the Chapter's event calendar. The two-day event included the golf tournament, a fabulous gala, silent and live auctions with celebrity appearances, as well as formal education endorsed by CMAA.

In an effort to freshen the appeal of the tournament, it was decided to relocate the event to the Philadelphia suburbs. Paul Mauer, CCM, General Manager of Stonewall Golf Links volunteered the use of the club to host the 2005 tournament. The desire of many local Managers, sponsors and guests to play the nationally recognized Stonewall helped the 2005 event become a huge success. The following years would prove to be just as successful, with significant contributions raised to benefit the Make-A-Wish Foundation. Due to the generosity of Stonewall Golf Links, all of our corporate sponsors and the silent and live auctions held at the gala, the net proceeds continue to exceed \$25,000 annually.

The event's continued success is due to many factors, most notably the overwhelming support of the local Golf & Country Clubs that participate, as well as corporate sponsorship. Over the years, the commitment of country club vendors like GCI/ Club Car Inc, Avendra, Club Essential, Jonas and Club Systems Group, has resulted in a first class tournament that generates thousands of dollars to donate to this special charity. Coupled with the efforts of our corporate sponsors was the development of a program ad book developed and donated by Printech, Inc. of Flemington, NJ. The event is managed by a committee comprised of CMAA Member Club Managers and professionals, dedicated to the cause of increasing donations to and awareness of the Make-A-Wish Foundation.

To date, the Philadelphia and Vicinity Club Manager's Make-A-Wish Golf Classic has donated over \$435,000 directly to the Make-A-Wish Foundation. With the average wish estimated at \$6,750, an estimated 65 wishes have been granted to very deserving children faced with a life threatening illness.

Stonewall Golf Links has generously agreed to host the Twelfth Annual Club Managers' Make-A-Wish Golf Classic, on Monday, July 12, 2010. Applications for the 2010 golf tournament are available by contacting Kevin M. Dwyer at Olde York Country Club (609) 298-3322 or by email at [kmdwyer1540@comcast.net](mailto:kmdwyer1540@comcast.net) . Sponsorship opportunities are available by contacting Joe McGuire at Fieldstone Golf Club (302) 658-2600 or by email at [jmcguire@troongolf.com](mailto:jmcguire@troongolf.com) .