



**FOR IMMEDIATE RELEASE**

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## **Tournament golfer drives it home for a new 2019 Jeep Cherokee North**

**St. John's, NL** – It was a jaw-dropping first tee-off at Hole 11 for Don Squibb at the 17<sup>th</sup> Annual Rod Benson Memorial Golf Tournament. Squibb made the Hickman Automotive Group "hole in one" shot that won him a 2019 Jeep Cherokee North. It's the first time this prize – valued at approximately \$40,000 – has been won at the Annual Rod Benson Golf Tournament and, indeed, at any golf tournament held at Clovelly Golf Course. It's also a first for the Hickman Automotive Group.

"What a thrilling start we had to the day!" exclaims Allison Chaytor-Loveys, Chairperson of NLCU Charitable Foundation Corporation (the "Foundation") and CEO of Newfoundland and Labrador Credit Union (NLCU). "To have a golfer win the Hickman Automotive Group "hole in one" prize for the first time in the history of our tournament generated a lot of excitement into the event."

John Hickman, Vice President of Hickman Automotive Group, says that their entire team is delighted about the "hole in one" prize win. "We've always been strong supporters of local charities and programs that promote the education, safety, and health of our children in this province. Each year, the Annual Rod Benson Memorial Golf Tournament selects a children's charity as its Charity of Choice, which is why we've been proud to be involved in this tournament since 2014."

The tournament's Charity of Choice this year was the Kids Eat Smart Foundation Newfoundland and Labrador (KES). KES partners with schools, communities, volunteers, and sponsors to set up and support nutritious food programs called Kids Eat Smart Clubs, organized by volunteers for school-aged children throughout Newfoundland and Labrador. The organization's executive director, Celina Stoyles, was on hand to accept a \$10,000 donation on behalf of the charity. In total, the tournament raised over \$35,000.

Chaytor-Loveys acknowledges that the tournament would not be possible without the help of many others, in particular its sponsors. "We are honored by the wonderful support we receive from our corporate sponsors. This kind of support is instrumental in helping the Foundation reach its fundraising goals and we are very grateful to these businesses and individuals for their continued support."

Platinum sponsor NLCU and gold sponsor CDL Holdings both have supported the tournament for the past 17 years. Long-time supporters The Co-operators Group and E.C. Boone returned as silver sponsors. NEI Investments, Diebold Nixdorf, and Credential Financial moved into silver sponsorships, and The Cumis Group returned as a bronze sponsor.

The charity golf tournament was inspired by the late Rod Benson, an NLCU employee who passed away suddenly at the age of 31. A man of kindness and generosity, Rod's co-workers decided to organize an event in his memory, choosing golf—one of Rod's favourite pastimes—as its focus. In the past 17 years, the Rod Benson Memorial Golf Tournament has raised over \$600,000 for provincial charities.

For further information regarding the tournament or the Foundation, please visit [www.nlcucfc.com](http://www.nlcucfc.com). To learn more about our Charity of Choice, please visit [www.kidseatsmart.ca](http://www.kidseatsmart.ca).

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