

IGA VANCOUVER GOLF TOUR

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(Vancouver, BC)

FRANK PALMER BOOSTS 27TH “NABS” PRO-AM PURSE UP OVER \$10,000!!

In 1980 NABS launched its First Annual Golf Tournament to raise funds for those in need in Marketing & Communications industry. The event has since become one of the staple fundraising initiatives for their industry over the past 27 years.

Fast forward some 24 years later, NABS and the Vancouver Golf Tour (VGT) joined forces on the 24th Annual FRANK PALMER NABS Invitational Golf Tournament. The VGT and NABS partnership would serve a few unique purposes:

1. Create a new and exciting PRO-AM format for Canadian Ad Executives at their annual NABS Golf Fundraiser and
2. Create a competitive tournament opportunity for some of Western Canada’s rising Professional Golfers
3. To introduce some of Canada’s rising young Golf Stars to leading Canadian Advertising Executives in a social (and somewhat competitive) Team format.

The Pro-Am format has been well received the past 3 years.....it’s a great way for members of our industry to get to meet some of Canada’s future rising golf stars and get a few tips along the way! It also separates our golf tournament from many others by offering a golf experience with professionals, an exquisite private course and an all-round fun day with people we don’t always get time to spend with. In this electronic age everything is text and email so it’s nice to bring everyone together to spend some quality time together “in real time”.

But for all the good coming from the partnership between NABS and VGT, something wasn’t quite right. Well, at least not from (Title Sponsor) Frank Palmer’s perspective. Although at this year’s event the winning Pros (Jeremy Paradis and John Shin) not only would wow their teams with scores of 65 (-7) and earned handsome cheques of \$1,250 each. It was when Frank Palmer’s Pro (Oliver Tubb) got called up to receive his 6th place cheque for \$400 that he quickly realized that Canadian Professional Golfers need additional support to launch their careers forward onto the National and International Golf stage.

“For the past years, the Vancouver Golf Tour has provided Nabs with hard working and very enthusiastic BC Golf Industry Pro’s. The Industries future Champions” stated Frank Palmer of DDB Canada. “Because of this commitment, the Annual NABS Golf Tournament continues to be a very important Fun and Fund raising event. Both DDB Canada and myself are very proud to be able to play a role with NABS and VGT”.

“What Frank Palmer is (financially) committing to next year is going to make a difference to local golf and to growing the game right here in Vancouver” stated VGT Commissioner Fraser Mulholland. “I’m excited to announce that at next year’s NABS INVITATIONAL the winning Pro will be guaranteed a 1st PLACE CHEQUE of \$2,000 and on top of that, all 15 invited Pros will get paid out a share of the Pro Purse which is guaranteed over \$10,000!!

“Frank’s contribution to the event is a huge boost to VGT’s efforts in the BC Golf industry” commented Mulholland. “Our Tour’s goal has always been to support and develop aspiring Professional Golfers (and Amateurs) and assist with their career path from the VGT to the Mackenzie (CDN) Tour, onto the WEB.COM and from there on to the PGA TOUR. With next year’s NABS Invitational purse topping over \$10,000, it becomes the richest event (per field size) on our schedule. This is a significant milestone for VGT. To be able to pay out every player in the field is not typical in golf, and in fact almost unheard of. But there’s no reason we can’t change that. This is a start and thanks to Mr. Palmer it will happen for one event next year. With more sponsors this could allow us to do the same down the road. One thing for sure. I know for a fact it will be GREATLY appreciated by the 15 Pros who are invited to play in next year’s NABS”.

ABOUT FRANK PALMER

Frank Palmer has been the Chairman and Chief Executive Officer of DDB Canada Group, a division of Omnicom since 1998. His career launched when he founded Palmer Jarvis in 1969 where he served as its Chief Executive Officer. And since then Mr. Palmer has been integral of the Canadian Ad Industry. He has provided his expertise and influence to numerous industry and charitable organizations. He is a Founder of the National Advertising Benevolent Society (NABS) in Canada, a dynamic support system for Canadian professionals in the marketing and communications industry facing personal, career and family challenges due to illness, injury, unemployment or financial difficulties. Since its inception 30 years ago, over 25,000 Canadian Professionals in the industry have received financial aid, career counseling and mentoring support thanks to NABS, which was established to ensure that the industry stays strong and cares for those in need.

In 2004, in recognition of his outstanding contributions to the advertising industry, Mr. Palmer was inducted into the Canadian Marketing Hall of Legends by the American Marketing Association, and received the Association of Canadian Advertisers' prestigious Gold Medal Award.

ABOUT NABS

NABS is a unique not-for-profit organization that focuses on supporting Canadian professionals within the marketing and communications industry who are facing personal, career and family challenges due to illness, injury, unemployment or financial difficulties. In the last year alone, NABS has helped over 1400 individuals and families through various kinds of hardships , from professional counselling, development workshops, career counselling, all the way through to short term financial assistance. All of the resources and assistance which NABS provides are self-funded by the industry through personal and corporate donations, events, and fundraisers.

For more information:

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ABOUT VANCOUVER GOLF TOUR (VGT)

For 10 years, the Vancouver Golf Tour (VGT) has been giving BC's local professional and amateur golfers the opportunity to develop their tournament skills in a PGA Tour-like environment without the added costs of travelling. VGT is providing junior, amateur and professional golfers the opportunity to learn how to win locally and to build their confidence to play at the highest level possible, whether it be claiming their Amateur Division Title or moving on to play on Worldwide Major Tours like VGT Alumni Nick Taylor or Adam Hadwin. The mission statement of VGT since day one is 'Preparing Tomorrow's Champions' to compete (and win) on any major tour!

For more information:

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