



## For Immediate Release

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For Heritage Classic Foundation

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### **Plaid About Reading Program Engages the Youngest Fans to be a Part of the RBC Heritage Presented by Boeing and Plaid Nation**

*Heritage Classic Foundation Presents Fourth Annual Reading Competition for Area Schools*

**HILTON HEAD ISLAND, S.C., Monday, Feb. 3, 2014** — Heritage Classic Foundation's fourth annual Plaid About Reading program will run Wednesday, Feb. 5, through Wednesday, Feb. 19, and give the youngest fans across the Lowcountry the chance to read their way to the RBC Heritage Presented by Boeing.

The lighthearted scholastic competition allows area elementary school students in grades K-5 a chance to win \$500 for their school and class, tickets to the RBC Heritage and the chance to meet a professional PGA TOUR golfer.

"New this year, all participating schools will have the chance to meet a PGA TOUR pro," said Steve Wilmot, tournament director of South Carolina's only PGA TOUR event. "Every student that participates in the Plaid About Reading program deserves the chance to experience a part of the RBC Heritage. On Wednesday, April 16, a PGA TOUR pro will be at the Hilton Head Library to meet with students."

#### **The Plaid About Reading program awards include:**

- All participating schools will have a chance to meet a PGA TOUR pro and Sir William Innes, the spirit and essence of the RBC Heritage. Due to spring break falling during RBC Heritage week, the PGA TOUR pro visit will take place at the Hilton Head Library on Wednesday, April 16. (Time and pro to be determined.)
- The student who reads the most pages from each class (K-5) will receive two daily grounds tickets to the RBC Heritage, good for one of any of the following days of the tournament: Monday, April 14-Sunday, April 20.
- The class that reads the most pages will win \$500.
- The school that reads the most pages will win \$500.

The Plaid About Reading program is a fun way to get kids to keep the pages turning and give the youngest fans from each area school a chance to experience the fun factor that's the heart of the RBC Heritage.

For more information or to register your school for the Plaid About Reading program, contact Sir William "Willie" Innes at [willie@heritageclassicfoundation.com](mailto:willie@heritageclassicfoundation.com) or call his friend Nadine General at 585-899-3242.

For more information on the 46<sup>th</sup> annual RBC Heritage PGA TOUR golf tournament, visit [www.rbcheritage.com](http://www.rbcheritage.com).

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#### **About the RBC Heritage**

The RBC Heritage is the only PGA TOUR event in South Carolina. Played over the Harbour Town Golf Links on Hilton Head Island since 1969, the event is celebrating its 46th year April 14-20, 2014. The Heritage Classic Foundation, general tournament sponsor distributes the proceeds from the tournament to hundreds of nonprofit organizations. Since it was founded as a 501(c)(3) in 1987, the foundation has donated more than \$25 million to people in need. For information on how to "Get Your Plaid On!" call 843-671-2448, or visit [www.rbcheritage.com](http://www.rbcheritage.com), Facebook (Heritage Classic Foundation, RBC Heritage) and Twitter (@RBC\_Heritage).

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