PRESS RELEASE

FOR IMMEDIATE RELEASE – Oct. 14, 2011

EVE CARSON SCHOLARSHIP TO HOST GOLF TOURNAMENT

The Eve Carson Scholarship will host its first benefit golf tournament on Monday, Nov. 7, 2011, at Governors Club in Chapel Hill.

As a Lexus Champions for Charity event, the tournament will feature a hole-in-one contest to win a Lexus, as well as a prize package to be auctioned off that includes a trip to Pebble Beach to play in another tournament from Dec. 7 to Dec. 11, 2011.

The tournament will also include a silent auction including UNC-Chapel Hill memorabilia, Michael Jordan memorabilia, jewelry and other items. The winning players will receive an eight-day, seven-night vacation package.

Proceeds benefit the student-run scholarship which each year rewards two UNC-CH juniors who have demonstrated transformative growth and leadership while in college.

“We're looking to make our inaugural tournament a successful one that we can build upon in the years to come as we continue to reach out to our community and try to honor Eve Carson’s legacy as best we can,” tournament coordinator Dan Morgenstern said.

“We hope that everyone who participates in the Eve Carson Scholarship Golf Tournament can get a better sense of the spirit embodied by the scholarship,” he said. “We hope that this event will grow and

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help change the community for the better in the same way our scholars do.”

The tournament is scramble format and has a 10 a.m. shotgun start with a reception to follow.

Tickets, which cost $125 per person, include play for one person, lunch, hors d’oeuvres and a reception catered by Governors Club. Interested players are encouraged to register in groups of four.

The registration deadline has been extended to Oct. 28, 2011.

To register, sponsor a team of student players, sponsor a hole or donate an item to the silent auction, go to the scholarship’s website at evecarsonscholarship.unc.edu or email tournament coordinator Dan Morgenstern at evecarsonscholarship@gmail.com with “golf” as the subject line.

You may also mail registration forms to the Eve Carson Scholarship at 207 Greene St. Chapel Hill, N.C. 27516, care of Matt Fox.

The Eve Carson Scholarship was established in 2008 to commemorate and celebrate the life of former student body president Eve Marie Carson. She had envisioned a junior-year scholarship and included it on her platform for student body president in 2007.

For more information, contact Dan Morgenstern at Dan_Morgenstern@kenan-flagler.unc.edu or (919) 624-6138. You may also contact Matt Fox, the scholarship’s director, at fox.unc@gmail.com or (919) 801-2899.

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