PRESS RELEASE

FOR IMMEDIATE RELEASE – Oct. 4, 2012

The Eve Carson Scholarship will host its second annual golf tournament on Sunday, Oct. 7, 2012, at UNC’s Finley Golf Course.

The tournament will be a four-person scramble format, beginning with a shotgun start at 10 a.m. Entrance fees are $100 per person, and include the 18-hole round at Finley, lunch, and a reception with hors d’oeuvres and drinks.

The reception will also include a silent auction including UNC-Chapel Hill memorabilia, Michael Jordan memorabilia, jewelry and other items. The winning foursome receives a vacation package, with other great prizes for runners-up. Other contests throughout the day will have cash prizes and more giveaways.

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

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. The program rewards students who have embraced Carson’s idea of “The Carolina Way.”

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Tournament coordinator Dan Morgenstern hopes the event will continue to honor Carson’s legacy.

“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,” Morgenstern said. “We hope that this event will grow and help change the community for the better in the same way our scholars do.”

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.

For more information, contact Dan Morgenstern at Dan_Morgenstern@kenan-flagler.unc.edu or (919) 624-6138. You may also contact Kacie Neville, the scholarship’s executive director, at kacie.neville91@gmail.com or (919) 368-4804.

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