

**BIRDIES FOR
CHARITY**



FOR IMMEDIATE RELEASE

ACCORD Participating In Players Birdies for Charity Program

The Anniversary to Commemorate the Civil Rights Demonstrations, Inc. (ACCORD) will be among charitable groups participating in the [Players Birdies for Charity Program](#): an opportunity for charitable organizations to utilize THE PLAYERS Championship tournament to further their fundraising initiatives.

Starting today, January 7, 2013, The Birdies for Charity campaign begins and continue until Wednesday, May 8, 2013, giving charities 4 months to solicit donations. May 8th will be the final day for participants to make a donation to our charity: Anniversary to Commemorate the Civil Rights Demonstrations, Inc. (ACCORD) and to guess the number of birdies that will be made at the 2013 PLAYERS.

How Does Birdies For Charity Work?

*Charitable organizations solicit individuals to make a donation (minimum \$20) to their organization via the Birdies for Charity program.

*The individual solicited to make a donation is also given the chance to make a guess at how many birdies will be made at the 2013 PLAYERS Championship. A tie-breaker question will also be asked.

*After THE PLAYERS Championship is over, the individual who guesses the exact number of birdies made (or closest thereto) has a chance to win the Grand Prize - -

\$5,000!!!

In addition, THE PLAYERS will also donate \$5,000 to the Charity That The Winner Supported With Their Birdies Entry

In the event of a tie, the tie-breaker question will determine a winner

To Request a Manual Card, call Julia at 904 797-7509 or click [HERE](#) or one may put the following link in your browser: <http://birdiesforcharity.playerschampionship.com/> to download an online donation card found in the box to the left. Please make your check or money order (minimum donation of \$20) payable to **ACCORD, Inc.**, and mail to ACCORD, Inc., c/o Julia Heckendorn, Secretary, P.O. Box 697, St. Augustine, FL 32085-0697.

If one prefers to Donate Online, go to birdiesforcharity.playerschampionship.com and click on "[Make A Donation Now.](#)" Once on the donation page, select **Anniversary to Commemorate the Civil Rights Demonstrations, Inc.**, as the recipient of your donation, make your birdies guess, answer a potential tie-breaker question, and complete the donation via credit card. NOTE: All on-line donations will be collected by PGA TOUR Charities, Inc.

To learn more about ACCORD, Inc. please visit our website at: <http://accordfreedomtrail.org/>

For official rules, click [HERE](#).