



ARNOLD & WINNIE PALMER FOUNDATION LAUNCHES #LIKEARNIE CAMPAIGN

COVID-19 response to address children's hunger and education across the country

ORLANDO, Fla. (May 5, 2020) - The Arnold & Winnie Palmer Foundation today announced a campaign of charitable efforts to support people impacted by the COVID-19 pandemic. Called "#LikeArnie," the campaign operates from the premise that "hungry kids can't learn" and aims to support youth and educators across the country, including those in a number of PGA TOUR event communities. #LikeArnie builds on the Palmer Foundation's immediate response to the pandemic, in which masks and face shields were provided to more than 20,000 workers at Orlando Health, of which the Arnold Palmer Hospital for Children and the Winnie Palmer Hospital for Women & Babies are part.

Through the Feeding America® member food banks, #LikeArnie will support the provision of nutritious food to children in Orlando, Fla. (the Foundation's home city and site of the Arnold Palmer Invitational presented by Mastercard), in Arnold Palmer's hometown of Latrobe, Pa., and in nearby Pittsburgh. In addition, Feeding America food banks, Food Banks Canada, and FareShare in the U.K. have received gifts in support of 10 communities that were impacted by the cancelation of PGA TOUR events. Focusing on children's educational challenges, the Palmer Foundation is providing a major gift for the new DonorsChoose Keep Kids Learning initiative, which will support students and teachers across the nation. Also, in partnership with other organizations, the Foundation will address educational needs for children in Orlando.

These charitable efforts, along with a complementary social media campaign, aim to celebrate the spirit and character of Arnold and Winnie Palmer by supporting children, families and communities — just #LikeArnie would.

"As part of our ongoing commitment to children's health and in response to the COVID crisis, we feel fortunate to be able to support important medical and nutrition needs and to help address the educational challenges articulated by caring teachers on behalf of their students," said Amy Palmer Saunders, Chair of the Arnold & Winnie Palmer Foundation.

Details on each component of the campaign are below and a corresponding blogsite found at <http://impact.palmerfoundation.org>.

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