



FOR RELEASE: December 12, 2024

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The Ophelia Project named 2024 PGA TOUR Charity of the Year
The American Express® beneficiary to receive \$30,000 grant

PONTE VEDRA BEACH, FLORIDA – The PGA TOUR announced today that The Ophelia Project, a non-profit beneficiary of The American Express®, has been named the 2024 PGA TOUR Charity of the Year. The organization was recently surprised with the honor during the tournament’s annual Community Impact Celebration.

Part of the John F. Kennedy Memorial Foundation, The Ophelia Project is a comprehensive, five-year mentoring program that provides a supportive environment, training and education for 300 to 400 girls annually in grades 8 through 12. Volunteer mentors help girls stay in school, develop positive values, increase self-esteem, graduate on time with college or career plans, and pursue paths to a brighter future.

Originally based in Erie, PA, The Ophelia Project’s Palm Desert, CA, location has served as its national headquarters since 2014. To date, 5,400 girls have completed the program, achieving an impressive 100% graduation rate.

“We are truly honored and overwhelmed with gratitude to be selected by the PGA TOUR as its Charity of the Year,” said Peter Sturgeon, President and CEO of The Ophelia Project. “This prestigious honor will enable us to provide deserving teenage girls in the Coachella Valley with the mentorship they need to complete high school, pursue higher education and embark on a successful career.”

The Charity of the Year award comes with a \$30,000 grant from the PGA TOUR, which will go towards helping support mentorship programs for local, middle, and high school aged girls.

The Impact Through Golf Foundation, the tournament’s charitable foundation, selects deserving local charities each year to receive impactful donations from The American Express®. The Ophelia Project was among 16 charities chosen to receive a share of over \$1 million from the 2024 tournament.

Since 1960, The American Express® has contributed more than \$66 million to Coachella Valley-based nonprofit organizations focused on health and wellness, education, youth and family support, aiding those experiencing homelessness, DEI, and capital improvement.

“To have one of our local non-profits chosen by the PGA TOUR as its Charity of the Year is incredibly fulfilling and inspiring,” said Frank Marzano, Chairman of the Impact Through Golf Foundation. “The Ophelia Project has made a significant impact on this community through its efforts to empower and support young girls, and this national recognition validates the importance of its work here in the Coachella Valley.”

With the support of more than 100,000 volunteers annually, the PGA TOUR assists approximately 3,000 charities each year. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$4 billion.

The American Express®, won in 2024 by Nick Dunlap, will be held January 16-19, 2025, at PGA WEST – La Quinta Country Club.

About PGA TOUR

By showcasing golf’s greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR

Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world's best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+. Internationally, PGA TOUR coverage is available across 200+ countries and territories in 30 languages via 44 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$4 billion.

Fans can follow the PGA TOUR via: the PGA TOUR app and PGATOUR.COM; social media channels, including [YouTube](#), [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), X (in [English](#), [Spanish](#) and [Japanese](#)); the PGA TOUR Channel on Free Ad-Supported Television (FAST) platforms such as the Roku Channel, Samsung TV Plus, PlutoTV, Xumo, LG Channels, Tubi, Amazon's Freevee, FireTV and Alexa devices; and WhatsApp (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#) and [Douyin](#).