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BOYS & GIRLS CLUBS
OF PROVIDENCE

PRESS RELEASE

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AMICA PRESENTS GOLF EXPO, EXPECTS THOUSANDS TO ATTEND

Unique collaboration between local nonprofit, corporations and community partners to help raise funds for Providence youth

Providence, RI -The Southern New England Golf Expo, presented by Amica Insurance and benefiting the Boys & Girls Clubs of Providence, will be held next Saturday, February 19, and Sunday, February 20, at the Rhode Island Convention Center.

This year's Expo is expected to draw more than 7,000 attendees and will feature interactive displays, seminars and golf-related attractions for all levels of golf enthusiasts.

EXPO HIGHLIGHTS:

- Test new equipment from [Callaway](#), [NikeGolf](#), [TaylorMade](#), [Cobra-Puma](#), [Mizuno](#) and [Adams Golf](#) at the 10-bay indoor driving range.
- Retail space has been doubled; enjoy shopping at Joe and Leigh's Discount Golf Pro Shop and the RIPGA Golf Store.
- Meet and greet Patriots hall-of-famer Steve Nelson on Sunday, February 20, from 1:00 p.m. – 3:00 p.m.
- Earn prizes at the [Amica](#) Chipping Challenge.
- Try our many interactive golf exhibits.
- Your choice of a 1-year subscription to *Golf Digest* or a 6-month subscription to *Golf World* (20 issues), both valued at \$7.
- First attendees each day receive a free Bridgestone trial pack of golf balls
- Get tips from RIPGA golf professionals at the "Tune Up with a Pro" [Amica](#) Seminar Stage.
- Play a 9-hole mini-golf course and enter the Putt for Dough contest.

"Southern New England boasts some of the best golf courses and clubs in the Northeast, and golf is truly an economic engine for this area. Based on last year's stellar attendance, we know this year's Golf Expo will be just as big a celebration of the game of golf," said Robert A. DiMuccio, chairman, president and chief executive officer of Amica Insurance. "We are thrilled to have the chance to help the children from the Boys & Girls Clubs of Providence. The game of

golf has a positive economic impact on our region, and the Golf Expo is equally as important to the economic security of the Boys & Girls Clubs."

Last year, the Southern New England Golf Expo raised more than \$30,000 for the Boys & Girls Clubs and helped fund after-school programs such as swim lessons, youth employment and Project Learn, the Clubs' tutoring and homework help program.

"Traditional sources of revenue have declined for nonprofits across the country, and we knew we had to find new ways of raising funds," said Nicole Dufresne, executive director of the Boys & Girls Clubs of Providence. "What's unique about our involvement in the Southern New England Golf Expo is that we are actually producing the event, not just recipients of the proceeds. The outpouring of corporate and community support for the Southern New England Golf Expo has been amazing, and we are extremely grateful to Amica Insurance and all of our supporters who will help make this event a success."

In addition to the Expo's Presenting Sponsor, Amica Insurance, the Expo is grateful to the Official Sponsor, Cox Communications. Other corporate sponsors include WJAR NBC10, AAA Southern New England, CVS Caremark Charity Classic, Cardi's Furniture, Joe & Leigh's Discount Golf Pro Shop, Southern New England Golfer, Johnson & Wales University, WEEI 103.7 FM, Citadel Communications and Rhode Island Media Group. Manufacturing Partners for the Expo are Cobra Puma, Callaway, Nike Golf, AdamsGolf, Mizuno and TaylorMade. The Rhode Island PGA has also been a major supporter and partner of the Expo.

The Southern New England Golf Expo hours are 10 a.m. to 5 p.m. on February 19, and 11 a.m. to 5 p.m. on February 20. General admission tickets are \$9 with admission for children under age 12 free. Tickets are on sale now at participating AAA locations where members receive a \$2 discount. Customers of Cox Communications can pick up a \$2 coupon at Cox locations. Tickets are also available at the Rhode Island Convention Center ticket office the day of the show. For additional information regarding the event, please visit www.snegolfexpo.com or call 401-444-0750, x105.

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About Amica Insurance

Amica Mutual Insurance Company, the nation's oldest mutual insurer of automobiles, was founded in 1907. The company, with corporate headquarters in Lincoln, RI, is a national writer of automobile, homeowners, marine and personal umbrella liability insurance. Life coverage is available through Amica Life Insurance Company, a wholly owned subsidiary. Amica employs more than 3,200 people in 40 offices across the country.

About the Boys & Girls Clubs of Providence

Boys & Girls Clubs of Providence, founded in 1868, is the oldest operating Boys & Girls Club in the nation and the largest in Rhode Island. Through traditional clubhouses, school - based and public housing sites, the Boys & Girls Club provides youth with a safe place to go before and after school. Programs and activities include homework assistance, hot evening meal, swim team and swim lessons, sports leagues, transportation to and from school and more. To learn more about programs that meet the needs of your family call 401-444-0750.