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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Helicopter Golf Ball Drop to Benefit First Step of Sarasota.

SARASOTA, FL – February 19, 2010 – First Step of Sarasota already knows it will rain on their 6th Annual Golf Classic at Lakewood Ranch's Legacy Golf Club on Friday, April 30, 2010.

No, First Step staff did not attend weather school. In what could be a first in Sarasota, golf balls are expected to rain down from a helicopter on this year's First Step Golf Classic. This novel "Golf Balls From Heaven" fundraising twist will be exciting to watch as a spectator sport, even for non-golfers.

The premise is simple: with the purchase a \$10 raffle ticket, a numbered golf ball is assigned. On tournament day, all numbered golf balls will be dropped from a helicopter hovering directly over Legacy Golf Club's practice green. The ball that goes into, or is closest to, the designated hole wins 50% of the collected revenue; the remainder benefits First Step of Sarasota.

First Step is raising funds through both the "Golf Balls From Heaven" raffle and through chance ticket sales on a 50-inch Panasonic plasma television with surround sound. Tickets for this raffle are \$20 each, or 6 for \$100. There are only 300 tickets available, so chances of winning are high; this package is valued at \$1,250.

20 volunteers are working diligently to bring this Golf Tournament and Helicopter Ball Drop event together on behalf of First Step. The tournament's shotgun start is at 8 a.m. and registration fees include a continental breakfast, golf, and buffet lunch. Fees are \$125 per golfer or \$400 for a foursome.

For reservations, sponsorship opportunities, or more information about the Golf Tournament, contact Kelly French at 941-552-2065 or via email at kfrench@fsos.org. You may also visit First Step's website at www.fsos.org and select the Special Events page.

First Step of Sarasota is the region's leading non-profit provider of substance abuse prevention and recovery programs serving Sarasota, Manatee and DeSoto Counties. Last year, First Step has served over 8,500 people through prevention programs and nearly 6,000 through detox, residential and outpatient programs.

To arrange an interview with First Step of Sarasota, contact Grapevine Communications at 941-351-0024 or email tlewis@grapeinc.com. Grapevine Communications is an award-winning advertising, marketing, and public relations firm based in Sarasota and serving clients nationwide.

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