



FOR IMMEDIATE RELEASE

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Gesell Institute Partners with the 2012 Travelers Championship

New Haven, CT (May 14, 2012) – Gesell Institute of Child Development is excited to announce its new partnership with the 2012 Travelers Championship, June 20-24, 2012, through their Birdies for Charity program! This program is a pledge-based fundraiser based on the number of birdies hit by the PGA Tour Professionals Wednesday through Sunday of the Travelers Championship. Similar to a walk-a-thon, donors pledge cents or dollars per birdie made. A birdie is a score of one stroke better than par on a course. On average more than 1800 birdies were hit during last year's Travelers Championship.

The Travelers Championship donates 100% of its net proceeds to charity every year. Since 1952, the tournament has given away more than \$29 million back to the community. Last year the Championship generated over \$1 million for over 100 CT nonprofits involved in the program. After recently becoming aware of this wonderful opportunity through Gesell Institute's membership to the Connecticut Association of Nonprofits, this is the first year that the Institute will be participating.

Working in partnership with J.H. Cohn LLP Accountants & Consultants in Glastonbury, the Travelers Championship staff has made Gesell Institute's transitional participation in this event easy. Every nonprofit involved receives their own donation site on the Travelers website for everyone to access. You could find out more by visiting: <http://www.travelerschampionship.com/birdies-for-charity>. The opportunity to donate expires after June 19, 2012.

The champion of the 2012 Masters Tournament, Bubba Watson, is one of the early commitments of the 2012 Travelers Championship. Watson, winner of the Travelers Championship in 2010, hit one of the most historic shots in Masters' history on the second playoff hole when he hooked his approach shot from deep in the woods to within 15 feet of the cup.

About Gesell Institute

Gesell Institute of Child Development is an independent non-profit organization associated with how children grow and learn since 1950. The work of Arnold Gesell, PhD, MD (1888-1961), founding Director of the Yale Child Study Center in 1911 and the Institute's namesake, has had a profound influence on the field of child development. Based on Dr. Gesell's pioneering work documenting infant and child growth and development, Gesell Institute's programs and publications help parents and educators understand the ages and stages of childhood. Professional development and parent workshops cover a broad range of topics regarding child behavior, healthy growth and development, and positive learning outcomes. For additional information and resources, visit www.gesellinstitute.org. You can find Gesell Institute on Facebook, Twitter, LinkedIn and YouTube.