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FOR IMMEDIATE RELEASE

Koreatown Youth & Community Center (KYCC) Presents

KoreAm · KYCC Pro-Am

LPGA, KoreAm and KYCC create event honoring Korean players on the LPGA Tour

Los Angeles, CA - March 28, 2011 – For the first time, two significant Korean-American institutions in Los Angeles collaborate to host the KoreAm · KYCC Pro-Am at the Industry Hills Golf Club at Pacific Palms Resort on April 4th, 2011. With much to celebrate on the success of Korean LPGA players on the tour, this is a chance for amateurs to come out to enjoy a day of playing with the stars of the tour.

Koreatown Youth & Community Center’s involvement in the 5th annual event by KoreAm Journal makes it more meaningful for the 24 LPGA & PGA members and the participants of the event. “We are excited for this new partnership between KoreAm Journal and KYCC. This is vital for the growth of community development and for KYCC to continue to provide programs and services that empower our community,” said John Ho Song, Executive Director of Koreatown Youth & Community Center.

With many rookies and notable players participating in this year’s tournament, it will be an exciting day on the greens that will support Koreatown Youth & Community Center’s programs in high-quality early childhood education, leadership development for at-risk youth, financial literacy for low-income residents, and tree planting in densely-populated, canopy-poor communities in and around Los Angeles.

Some notable players in this year’s tournament are:

- Eun-Hee Ji – Winner of the 2009 U.S. Women’s Open and 2008 Wegmans LPGA
- M.J. Hur – Winner of 2009 Safeway Classic
- Birdie Kim – Winner of 2005 U.S. Women’s Open
- Eunjung Yi – Winner of 2009 Jamie Farr Owens Corning Classic

For more information about the KoreAm · KYCC Pro-Am or to learn about sponsorship and playing opportunities, contact Jay Kim, Development Associate, at (213) 365-7400, Ext. 215.

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About KYCC

Koreatown Youth and Community Center's (KYCC) mission is to serve the evolving needs of the Korean American population in the greater Los Angeles area as well as the multi-ethnic Koreatown community. KYCC's programs and services are directed toward recently immigrated, economically disadvantaged youth and families, and promote community socioeconomic empowerment.

Founded in 1975 as a store front program for recently immigrated, at-risk youth, KYCC offered after-school and summer programs in Koreatown. After the Los Angeles riots in 1992, KYCC expanded its focus to include the surrounding community.

Today, KYCC serves over 11,000 people each year, most of whom are first generation immigrants from Latin America and Asia. Committed to serving the diverse population of Koreatown, KYCC offers all programs in English, Spanish and Korea.

About KoreAm Journal

KoreAm was founded by Jung Shig Ryu and James Ryu in 1990. *KoreAm* is an award-winning monthly magazine dedicated to news, commentary, politics, lifestyle and culture. Now in its 21st year of publication, it is the oldest and most widely circulated English-language monthly magazine for the Asian American community. The magazine has featured prominent Asian American leaders, politicians, artists, entertainers, athletes and entrepreneurs. It also covers current events related to North Korea, South Korea, Asian Americans, immigrants and communities of color.

Today, *KoreAm* is a rapidly growing monthly magazine that highlights the news, stories and issues of Koreans in the United States. By embracing all generations, including the mixed-race and adoptee communities, *KoreAm* has become the most widely circulated, longest-running, independent English-language publication serving the Korean American community. It has been featured in publications including the *Atlantic Monthly*, and *KoreAm* articles have appeared in the *Los Angeles Times* and the *New York Times Syndicate*.

About The LPGA Foundation

The LPGA Foundation, a 501 (c)(3) organization, is committed to empowering and supporting girls and women united by their passion for golf through educational, humanitarian and developmental initiatives.

Established in 1991 as the charitable component of the LPGA, The LPGA Foundation is dedicated to serving as a dynamic force in the golf industry through initiatives to increase the funding of its programs and by expanding the LPGA pipeline and fan base. Its four main objectives are to develop and maintain junior golf programs across the country, to develop and maintain scholarship programs for junior golfers, to develop and maintain a financial assistance fund for those in the golf industry and to conduct research and develop educational activities related to the game of golf.