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LATICRETE Partners With Youth Development Program at the Presidents Cup Golf Tournament

The First Tee of Essex County's junior golfers will join LATICRETE in experiencing the most anticipated golf tournament of the year

September 20, 2017, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally-proven construction solutions for the building industry, has partnered with The First Tee of Essex County to invite the program's junior golfers to attend the 2017 Presidents Cup Golf Tournament at Liberty National Golf Club in Jersey City, New Jersey. The First Tee is a national youth development program that focuses on shaping children's lives by reinforcing values like integrity, respect and perseverance through the game of golf.

"Part of our culture at LATICRETE is investment in our local communities to help develop a healthy, well-equipped workforce for the future. The First Tee very efficiently, and with limited resources, delivers outstanding services to less-advantaged youth, so we are happy to help them however we can," said Edward Metcalf, President & COO LATICRETE North America. "Golf can be used as an immensely powerful relationship building tool. It's wonderful to see kids of all ages and socioeconomic levels exposed to the game and to the mental and physical discipline that can result from learning how to play it."

Globally Proven Construction Solutions

The First Tee junior golfers and their parents will experience two tournament practice days at this top-tier international sporting event. Additionally, two lucky First Tee participants chosen based on their commitment to the program, behavior off-course and overall interest in the event will have the opportunity to attend, along with many of the largest LATICRETE distribution partners and end-users, the much-anticipated final day of the tournament.

The First Tee of Essex County chapter is owned and operated by Metropolitan New York First Tee, which includes five other chapters. Through after-school and in-school programs, The First Tee not only aims to develop players who can excel long-term in a golf career, but also in life. This is achieved by providing private school scholarships, SAT tutoring, general school tutoring and more to keep children academically on track. Many players who have entered The First Tee program have left with full-ride golf scholarships to play in college.

“Experiencing a tournament of this magnitude is a once-in-a-lifetime opportunity for our kids and their families,” said Katie Brenny, PGA Professional and Senior Director, Player Development of The First Tee of Essex County. “Without the generosity of companies such as LATICRETE, The First Tee would not be able to operate.”

The 2017 Presidents Cup will take place September 26 to October 1, 2017 at Liberty National Golf Club, situated in New Jersey near the Statue of Liberty and across the Hudson River from lower Manhattan. The tournament will consist of a series of individual and team matches played between some of the world’s



top-rated golfers such as Dustin Johnson, Jordan Spieth, Justin Thomas, Hideki Matsuyama, Sergio Garcia and Jason Day.

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About LATICRETE

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For over 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry. For more information, visit laticrete.com.

