

from the

# HEART

## WHEN THE PGA TOUR ROLLS INTO TOWN, THERE'S MUCH MORE THAN GOLF ON THE PLAYERS' MINDS. BY ADAM SCHUPAK

**L**ike so many things in life, it started with a simple prayer. He was a struggling entertainer with seven dollars to his name and a family to feed. So he fell to his knees and prayed to St. Jude Thaddeus, the patron saint of hopeless causes.

"Help me find my place in life and I will build you a shrine where the poor, the helpless and the hopeless may come for comfort and aid," he prayed.

When his career prospered, Danny Thomas (star of NBC's *All-Star Revue* and *Make Room For Daddy* – a hit throughout the 1950s and 1960s) remembered his vow and began his real life's goal: to save children afflicted with cancer and other catastrophic diseases. In 1962, Thomas' heartfelt vision was realized with the opening of the St. Jude's Children's Research Hospital.

**SINCE 1970, THE HOSPITAL HAS BEEN THE** sole beneficiary of the PGA TOUR's FedEx St. Jude Classic. The event has raised more than \$14 million for hospital research and treatment in those 33 years, with volunteers

giving just as much of their time and energy.

Every week on the TOUR, charities such as St. Jude Children's Research Hospital are the big winners. Proceeds from TOUR events annually benefit over 2,000 local charities. The overall combined charitable contributions from all three Tours surpassed \$800 million in 2003 and is expected to exceed \$1 billion by 2006.

"The PGA TOUR is not just in a community one week a year," explained 2004 Ryder Cup captain Hal Sutton. "We may leave after a week, but our presence is felt all year long."

Behind those staggering numbers are the stories of individuals whose prayers are being answered thanks in part to the support of the TOUR. At St. Jude's Children's Research Hospital cancer is not something you get – it's something you can beat.

Spencer Beckstead was just a baby when a tumor the size of a man's fist was discovered growing inside his brain. Instantly, his family's life turned upside down.

"I remember thinking we're not going to let our child die," said Spencer's dad, John.

"The day we were referred to St. Jude we packed our car and drove to the place that was going to be the lifesaver for our child.

"We spent the next two years there in order to have access to the 'Tiger Woods' of children's brain surgery," he added. "The doctors there have a gift."

**SPENCER BECKSTEAD'S BRAIN TUMOUR** required 38 months of chemotherapy and 10 surgeries. But nothing could break his spirit, which got a lift when he met TOUR player Shaun Micheel at the 2000 FedEx St. Jude Classic.

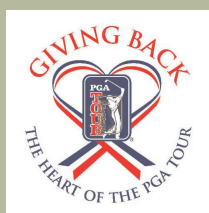
"He's a special little boy," said Micheel. "Every time I see him he brings joy to my day."

When they are together, Spencer parades Micheel around like a prize. In the midst of leading the PGA Championship, Micheel looked into a TV camera, said "Hi" to Spencer and promised to visit his biggest fan the following week.

But nothing compares to the 2003 FedEx St. Jude Classic. Spencer's most cherished moment occurred when Micheel brought him on the first tee of the pro-am and the announcer bellowed: "Playing with Shaun Micheel, out of Orlando, FL, his friend, Spencer Beckstead!"

Tears streamed down John Beckstead's cheeks as he gazed at his son's beaming smile. The same tears of joy he shed when doctors mentioned the term "cured." Spencer's tumor has shrunk in half six times, and now

**PROCEEDS FROM TOUR EVENTS ANNUALLY BENEFIT OVER 2,000 CHARITIES. THE OVERALL CHARITABLE CONTRIBUTIONS FROM ALL THREE TOURS SURPASSED \$800 MILLION IN 2003**



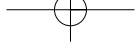
Tom Watson and his caddie, Bruce Edwards, have formed a unique partnership since the 1970s. However, in 2003 their friendship took a terrible twist as Edwards was diagnosed as suffering from Lou Gehrig's disease. Right: Shaun Micheel and Spencer Beckstead have formed a strong friendship as the young golf fan bravely faced up to months of surgery.



barely measures the size of a thumb. As extraordinary as Micheel's victory was at the PGA Championship, Spencer's long-shot recovery could be considered miraculous – a medical miracle.

**THE TOUR'S LEGACY OF GIVING BEGAN WITH** a \$10,000 donation as far back as 1938 at the Palm Beach Invitational – a golf era dominated by Byron Nelson. The World Golf Hall of Fame member retired after his memorable 1945 season, but his involvement in the game has never wavered – the EDS Byron Nelson Championship, which began in





Byron Nelson has dedicated his life to charities which help children.

## CHARITY

faced. There is no cure for the disease which ravages the body.

Right now, the average lifespan for ALS patients is three years. Edwards is slowly losing his motor skills and the ability to speak. Nevertheless, he elected to continue caddying through 2003.

“I’ve always been a firm believer that golf parallels life. What makes you a champion is how you deal with adversity. I’m trying to show other people to keep going, never quit,” Edwards said.

The best prescription of all so far has been Watson’s inspiring play. They teamed to shoot a magical 5-under-par 65 that gave the 53-year-old Watson a share of the lead after the opening round of the 2003 U.S. Open. Watson also won the Senior British Open. But rather than reflect on his golf course heroics, Watson instead used his time in the spotlight to ask for funding for ALS.

“I had the media at my disposal, so I made a plea to them to describe this insidious disease. The attention that we’ve received has really snowballed,” he said.

In August, the duo won the JELD-WEN Tradition, one of five Champions Tour majors. The victory fulfilled Watson’s promise to Edwards to win a tournament together this year. His pledge to find a cure goes beyond his commitment to winning golf tournaments. Watson also earned enough points to easily win the season-long competition for the Charles Schwab Cup.

After receiving the Cup on the 18th green, Watson announced his intention to donate the \$1 million annuity to organizations fighting amyotrophic lateral sclerosis

“There’s a cure out there. I’m convinced of it. They haven’t found it yet. They’re getting closer, but they need to get there faster,” said Watson who helped initiate the Web site, [driving4life.org](http://driving4life.org).

### SOMETIMES A PRAYER IS ALL IT TAKES.

Other times, a helping hand can make a difference. Micheel, Nelson, Watson and countless other TOUR players, tournaments, fans and volunteers will continue the TOUR’s commitment to charity because giving back is at the heart of the PGA TOUR. [PGA TOUR](http://PGA TOUR)

1968, will always insure that legacy.

Nelson’s greatest achievement, he says, comes from his charitable work for the Salesmanship Club Youth and Family Centers Inc., a non-profit organization dedicated to enriching the quality of life for children and their families for more than 80 years.

“People stop and tell me how the Salesmanship Club saved their life,” Nelson says. “We’ve helped young children and families for 35 years (of the tournament), and it’s been very rewarding.”

The 2003 tournament alone raised \$5.74 million in net proceeds for charity, the fifth straight year that the tournament has surpassed \$5 million in contributions. Since 1973, the overall charity proceeds of Nelson’s tournament exceed \$75 million – more than any TOUR event.

The Salesmanship Club of Dallas’ Youth Camp is located far from the city’s lights. It’s a place where troubled kids can address their problems and take control of their lives.

Their transformation isn’t easy. But with the help of the 60-foot-high “Alpine Tower,” everyone’s problems can be overcome.

Unlike many of the choices the kids make in the outside world, ascending the tower may appear dangerous, but it’s completely safe. One of the goals at the tower is to emphasize that, as in life, you can’t climb to the top by yourself.

“Our hope is that through our efforts on

the tower we can build more trust within the group, build more cooperation and at the same time, build their own self-esteem,” said Ross Whitney, the camp’s director.

### AS A YOUNG PROFESSIONAL, TOM WATSON

struggled to climb his own tower – having the will and determination to win a major championship. Nelson, his mentor, helped him achieve that goal. Watson also learned how to become one of golf’s leading citizens. In 2003, he was awarded the Card Walker Award for his involvement in junior golf in Kansas City. During THE TOUR Championship in late 2003, Watson was also presented with the Payne Stewart Award, emblematic of representing the game’s traditions and charities.

Watson’s efforts have also helped the ALS Foundation, a cause that hits even closer to home for the World Golf Hall of Famer. In January 2003, Watson learned that his longtime caddie and friend, Bruce Edwards, 48, has Amyotrophic Lateral Sclerosis (ALS). “There’s not a mean bone in his body,” said Watson. “He does his job with passion and professionalism.”

Commonly known as Lou Gehrig’s disease, ALS is a progressive neuromuscular disease that affects as many as 30,000 men and women in the United States.

Edwards’ battle with ALS is the greatest challenge that Watson or Edwards have ever

