Nemours Children's Health System sponsors THE PLAYERS Championship Kids Zone

Jacksonville, Fla (Feb. 12, 2020) – Nemours Children's Health System will continue to advance its mission of promoting health for children and teens with the launch of the Kids Zone, an active, open-to-the-public experience at THE PLAYERS Championship golf tournament, March 10-15. Nemours' sponsorship will last for three years.

The Kids Zone presented by Nemours Children's Health System is a youth-focused space, with engaging activities and pop-up events designed to give young attendees and their families an interactive experience, including:

- "Tee Time" mini golf challenge on Saturday, March 14, from 10 a.m. to Noon with Nemours Orthopedics and Sports Medicine experts
- "Eye Screens for Ice Cream and Family Morning Out" on Sunday, March 15, from 10 a.m. to 1 p.m., co-hosted by Nemours Ophthalmology and Optometry experts and Jacksonville Mom

"Nemours Children's Health System provides top-quality, patient-centered care in the six states we serve," said Nemours CEO Dr. R. Lawrence Moss. "Our long-standing collaboration with THE PLAYERS Championship is a great opportunity to make a positive impact by promoting healthy habits among young people and reaching families where they live, learn and play."

For adults, the Kids Zone will be a recharge lounge, where they can watch the tournament on a live feed while the kids are at play.

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THE PLAYERS Championship is the PGA TOUR's flagship championship that takes place at the iconic Stadium Course at TPC Sawgrass. From Jack Nicklaus to Tiger Woods to Fred Couples, Phil Mickelson, Rickie Fowler and Rory McIlroy, the strongest collection of professional golfers have etched their names on THE PLAYERS trophy. In addition to the drama and excitement that takes place inside the ropes, THE PLAYERS has a long-standing commitment to giving back to the Northeast Florida community. Youth services, health and wellness are key charitable pillars of the tournament, which has been able to generate more than $100 million for local charities since its inception in 1974, including a record $9.25 million from the 2019 tournament alone.

Nemours Orthopedics and Sports Medicine is dedicated to keeping young athletes healthy, enhancing athletic performance and providing top-quality, age appropriate treatment for growing bones when injuries do occur.

"Golf is considered a 'low-impact' sport but shoulder, wrist and back injuries are surprisingly common," said Jeremy Rush, MD, director of the Nemours Sports Medicine Program. "Improving flexibility and developing a solid swing are critically important for preventing these injuries."

On Saturday, March 14, experts will host a mini golf challenge in the Kids Zone and answer common parent questions about issues affecting active kids and teen athletes.

During the Sunday, March 15 pop-up event, Nemours Ophthalmology and Optometry experts will co-host an "Eye Screen for Ice Cream" where children who receive an eye screening will receive a voucher that can be redeemed for an ice cream. Jacksonville Mom will also be on-site to host a Family Morning Out get together – moms and dads who swing by the Kids Zone will receive a Mini Bar voucher redeemable at Mini Bar's venue at the tournament.

"Children need good vision to participate in all sports, particularly golf," said Karen Shimshak, MD, chief of pediatric ophthalmology for Nemours Ophthalmology and Optometry. "Vision issues in children are common, so it is important to make sure your child has a complete eye exam and wears protective eyewear to prevent against a potential sports-related eye injury."

Stationed near the main entrance of the tournament, the 3,200-square-foot Kids Zone features a range of photo-worthy moments for kids of all ages.

Youths 15-and-under are admitted free to THE PLAYERS when accompanied by a ticketed adult. THE PLAYERS also offers a Family Plan Ticket package, which provides families affordable tournament experiences. Learn more at THEPLAYERS.com/tickets.

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About Nemours Children's Health System

Nemours is an internationally recognized children's health system that owns and operates the two free-standing children's hospitals: the Nemours/Alfred I. duPont Hospital for Children in Wilmington, Del., and Nemours Children's Hospital in Orlando, Fla., along with outpatient facilities in five states, delivering pediatric primary, specialty and urgent care. Nemours also powers the world's most-visited website for information on the health of children and teens, KidsHealth.org, and offers on-demand, online video patient visits through Nemours CareConnect. Nemours ReadingBrightstart.org is a program dedicated to preventing reading failure in young children, grounded in Nemours' understanding that child health and learning are inextricably linked, and that reading level is a strong predictor of adult health.

Established as The Nemours Foundation through the legacy and philanthropy of Alfred I. duPont, Nemours provides pediatric clinical care, research, education, advocacy and prevention programs to families in the communities it serves.

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