



First Choice Charity Golf Tournament Raises Almost \$10,000 for The Rett Syndrome Research Foundation

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First Choice Financial Services held their 7th annual charity golf tournament and dinner, raising almost \$10,000 for the Rett Syndrome Research Foundation, a non-profit organization fighting the heartbreaking neurological disorder diagnosed almost exclusively in little girls. Over 75 golfers from CT and NY came together to "Reach for a Cure with First Choice," and one lucky golfer walked away with a \$25,000 cash prize for a hole-in-one.

PR9.NET October 03, 2006 - Shelton, CT - Cash was flowing and luck was in the air last Tuesday night in Shelton's Brownson Country Club. First Choice Financial Services held their annual charity golf tournament and dinner on Tuesday, and raised almost \$10,000 for the non-profit organization the Rett Syndrome Research Foundation (RSRF). Over 75 golfers from CT and NY came together to "Reach for a Cure with First Choice" for their 7th annual golf tournament. One lucky golfer even walked away with a \$25,000 cash prize for a hole-in-one.

First Choice Mortgage Services LLC, based in Shelton, is a full service mortgage broker offering hundreds of programs and options for mortgage loans. In addition, their sister company, First Choice Financial Services LLC, offers a variety of insurance programs such as automobile, property & casualty, term and whole life policies. Each year First Choice hosts the RSRF golf charity tournament to benefit Rett Syndrome, a heartbreaking neurological disorder diagnosed almost exclusively in little girls. After a normal infancy, the baby girl with Rett Syndrome loses the skills she had acquired, and faces a future most often governed by wheelchairs, feeding tubes, seizures, scoliosis, digestive dysfunction, and total dependence in all areas of her life. Rett Syndrome occurs spontaneously in approximately one of every 10,000 female births. It can strike any family.

"RSRF raised over \$3 million last year, much of it through grassroots events such as this tournament. The generosity of First Choice and all the participants allows us to fund crucial research that is laying the groundwork for future treatments and a cure. I extend my heartfelt appreciation and gratitude to First Choice and everyone involved with this wonderful event and congratulations to the winner of the \$25,000," said Monica Coenraads, co-founder and Director of Research for RSRF and mother to a 9 year old daughter suffering with the disorder.

First Choice's RSRF tournament golfers enjoyed 18 holes of golf, carts, a box lunch, cocktails, dinner, course prizes and raffle. But some golfers won more than just a flat screen TV during the raffle. One lucky businessman, Gary Seymour of Seymour Law Firm in Shelton, won \$25,000 in cash for a hole-in-one at a special par 3 Champion Hole that was sponsored by First Choice. Seymour made the 180 yard shot with his 5 iron, using his daughter's pink Wilson golf ball. According to onlookers, the ball took two bounces and disappeared right into the hole. At least 30 people were gathered around the tee-box to watch the shot. "I still can't believe it," said Seymour. "And to think I used my daughter's golf ball. I golf twice a week, and I guess all that practice paid off! I've been coming to this charity event for RSRF for seven years, since it started. It's a top-notch event for a great cause, and I always have a lot of fun. It is the best event of the year! And to walk away with \$25,000 makes it even better. Drinks are on me tonight!" laughed Seymour.

Tom Turner, managing partner of First Choice Financial Services, explains that his company sponsors this champion hole each year, and in past years they've offered \$10,000 or a new car to anyone who could make the par 3 hole in one shot. "It's very exciting that one of our favorite guys who supports the RSRF every year, won \$25,000. I'm so happy for him, it couldn't have happened to a nicer guy," said Turner. "This was a very successful night. Our colleagues, friends and family all helped us to raise money for a worthy organization, raising awareness for a disease that most people have never even heard of. I know that our annual donation will support future research to help find a cure one day," said Turner.

First Choice has raised over \$70,000 in the last seven years for RSRF during their annual "Reach for a Cure" tournament. All net proceeds go to the Rett Syndrome Research Foundation, the world's leading private source of funds for Rett research. In the last seven years, RSRF has funded over 100 projects totaling approximately \$ 12 million. As a volunteer driven organization, RSRF has raised millions since its inception. The foundation has proven to be fiscally responsible by directing more than 95 cents of each dollar donated directly to program services.

For more information, please visit www.firstchoicefinancial.net or www.RSRF.org.

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About Skye Communication, LLC

Skye Communication specializes in high-end and corporate public relations, promotions and marketing. We pride ourselves on building effective communication campaigns for our clients, with both strategic and creative foundations that can grow with their needs and the ever-changing media market.

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