

Heritage Announces Virtual Golf Classic

This week, Lisa Haglund, Heritage President and CEO, announced the #HeritageStrong Virtual Golf Classic will replace the annual Heritage Golf Challenge this year due to the COVID-19 pandemic.

Since Haglund stepped into her position in April, #HeritageStrong has been the battle cry of Heritage employees nationwide in the fight against the COVID-19 pandemic.

Haglund shared, “HeritageStrong is all about the members of our entire Heritage family across the United States. We support and care for each other — Heritage is home, for all of us, and we keep that theme in everything we do. Family cares for family, and during this difficult time, it is more important now than ever.”

She continued, “While we are disappointed to have to postpone our in-person golf challenge to 2021, we are excited about this new, virtual event that was developed out of an abundance of caution, and to provide a safer alternative for both our participants and staff. We have been blessed throughout the years by our participants and sponsors, as they have come alongside Heritage, a not-for-profit dedicated to serving seniors, and because of their generosity, helped us continue our mission — to promote Hope, Dignity, and Purposeful Living.”

Haglund explained the #HeritageStrong Virtual Golf Classic will follow all of the same features as a traditional golf event, but allows each participant to choose their own course, and golf at their own pace. The event can be as competitive or relaxed as the individual desires, and the results will be updated on their “virtual leaderboard” as scores are turned in. She noted that while the golf event will be an individual contest, families are also encouraged to participate in the family competition and enjoy time outdoors, while coming together to support our most vulnerable population, our seniors.

The #HeritageStrong Virtual Golf Classic will support the continued ministries of Heritage, a not-for-profit organization, by raising funds to support over 2,500 seniors in their communities nationwide. These funds will help provide valuable technology for residents to communicate with their loved ones, a variety of activities to provide lives full of enrichment, and exercise equipment to help residents stay strong and healthy.

The #HeritageStrong Virtual Golf Classic will be open for registration at www.heritage1886.org/golf from August 1 through August 31, 2020. Participants will golf and send in their scores September 1 through September 30, 2020, which is the close of the event. Registration is **\$25 per person**. At the conclusion of the event, awards will be given to top men, women, and youth, as well as photography awards for best mask, best “oops” shot, and best dressed, with Heritage staff working to make this virtual event just as fun as a full day on the course.

Heritage Ministries was founded as the Orphanage and Homes of the Free Methodist Church in 1886 and has grown from its original campus in Gerry, NY, to six locations in New York, with additional affiliations across the United States. As a not-for-profit provider of senior care and housing, Heritage is a leader in the industry, employing approximately 1,500 team members, and serving over 2,500 individuals annually. With locations in New York, Pennsylvania, Illinois, and Washington, Heritage and its affiliates provide rehabilitation and skilled nursing services, independent retirement housing, and assisted living. In addition, childcare is provided at two

campuses, allowing for intergenerational programs. For more information on Heritage Ministries, please visit www.heritage1886.org.

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