



ALICIA LAWRENCE TAPPED TO LEAD THE FIRST TEE OF GREATER CINCINNATI & NORTHERN

Cincinnati, March 12, 2018 — Alicia Lawrence has been named Executive Director of The First Tee of Greater Cincinnati & Northern Kentucky effective April 16, 2018. Currently the Director of the All For One Fund at Xavier University, Lawrence succeeds retiring Executive Director Gale Wallmark.

“We are thrilled that we were able to attract such a talented professional to our Chapter, and are elated about the direction our chapter will take under Alicia’s leadership,” said Pat Lynch, president of the board.

The First Tee teaches girls and boys, ages 7 to 18, life skills and character education through the game of golf. The chapter encompasses Hamilton and Clermont counties in Ohio and Boone, Campbell and Kenton in Northern Kentucky.

“Golf has been a part of my entire life, and everything I learned growing up around the sport shaped the person I am today. The opportunity to grow a platform that fosters core values in future generations through golf and equips them for success in life is exciting,” said Lawrence. She added, “I look forward to working with the board and our staff to continue growing our footprint in the counties we serve. Together, we will continue empowering youth to make good choices through our core values and healthy habits curriculum. We are a strong chapter with a compelling mission of shaping youth using golf as the vehicle.”

Lawrence, an alumna of Northern Kentucky University, earned a MBA and Master of Sports Administration degrees from Ohio University. She began her career as Coordinator of Athletic Development before being named NKU’s Assistant Director of Athletic Development. She was recruited to Xavier in 2015 to oversee its All for One Fund supporting student-athletes.

A golfer and student-athlete herself, Lawrence’s professional career has focused on fundraising to provide resources to collegiate student-athletes and prepare them for success in life beyond their competitive days. Her time at NKU Athletics provided her with the opportunity to notch a wide variety of experiences from ticketing to event planning and annual fund management. At Xavier, she further developed her fundraising toolkit and worked with donors and ticketholders during the Cintas Center Renovation project while growing their athletics annual fund.



Contact:

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About Us

Operating locally since 2006, The First Tee of Greater Cincinnati & Northern Kentucky is one of about 160 chapters of The First Tee, a national non-profit founded in 1997. Our mission is to impact the lives of area children by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf. Our innovative programming is offered to children, 7 to 18 years old, at a variety of golf course teaching locations and in partnership with area elementary schools and youth-serving organization after school centers. We are a 501 (c) 3 non-profit; TIN#81-0669666. Visit www.TheFirstTeeGCNKY.org.