



NEWS RELEASE

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**United Fresh Start Foundation to Host
2015 Tip Murphy Legacy Golf Tournament**

*Proceeds to Benefit Salad Bars and Foundation Programs to
Increase Children's Access to Fresh Fruits and Vegetables*

WASHINGTON, D.C. (Friday, May 24, 2015) – For the 2nd consecutive year, the United Fresh Start Foundation will host the 2015 Tip Murphy Legacy Golf Tournament, Monday, August 17, 2015, at the Oasis Golf Club near Cincinnati, Ohio.

"Last year's event saw record attendance and was an excellent opportunity for networking with industry and retail colleagues," said Tom Stenzel, president & CEO, United Fresh Produce Association. "The United Fresh Start Foundation is pleased to once again work with the founders of the Tip Murphy Golf Tournament and serve as the 'Host Partner' for this event, remembering Tip's legacy of service to the produce industry," said Stenzel.

Proceeds from the 2015 golf tournament will support the Foundation's partnership in the *Let's Move Salad Bars to Schools* initiative, which has donated salad bars to more than 4,000 schools nationwide, benefitting over 2 million children every day. The 2014 golf tournament supported salad bars for 5 Midwest schools, school foodservice trainings, salad bar media and promotional activities and other opportunities to connect members with leading school foodservice directors.

The United Fresh Start Foundation is focused exclusively on increasing children's access to fresh fruits and vegetables as a critical step in combating childhood obesity and launching a lifetime of healthy snack and meal choices.

The Tip Murphy golf tournament was developed in 2009 to honor the life and career of Terrence "Tip" Murphy, a 15-year veteran of the produce industry. Murphy was division vice president of retail sales for Ready Pac Foods when he passed away unexpectedly in July 2008 at age 48. His career included 13 years with Chiquita Brands International.

In previous years, The Tip Murphy Memorial Golf Tournament benefitted the Produce Marketing Association's Foundation for Industry Talent. In 2014, and now again in 2015, the United Fresh Start Foundation will help promote the event, manage registration and provide onsite support.

For more information and to sign up to participate in this year's golf tournament, visit http://www.unitedfresh.org/Tip_Murphy.

Sponsorships and opportunities to support the on-site raffle are also available. Contact [Dana Davis](#) at (302) 750-4662 for more information.

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*The **United Fresh Start Foundation** is a 501 (c)(3) not-for-profit organization focused exclusively on increasing children's access to fresh fruits and vegetables. Affiliated with the United Fresh Produce Association, the Foundation is committed to helping today's kid's achieve the public health goal to make half their plate fruits and vegetables in order to live longer and healthier lives. We work to create an environment in which kids have easy access to high-quality, great-tasting and affordable fresh fruits and vegetables, whenever and wherever they are choosing snacks or a meal. For more information, visit www.unitedfresh.org or call 202-303-3400.*