



UNITED FRESH START FOUNDATION

NEWS RELEASE

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United Fresh Start Foundation to Host 2016 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. (April 22, 2016) – On Monday, August 29, the United Fresh Start Foundation will host the 2016 Tip Murphy Legacy Golf Tournament at the [Oasis Golf Club](#) near Cincinnati, Ohio. For the third consecutive year, tournament proceeds will benefit the United Fresh Start Foundation's programs and activities to increase children's access to fresh fruits and vegetables.

"We are honored to once again be working with the founders of the Tip Murphy Golf Tournament and to serve as the 'Host Partner' for this event," said Tom Stenzel, President & CEO, United Fresh Produce Association. "Over the past two years we have seen record attendance, bringing together the Midwest produce community and others, for a day of golf and networking with industry and retail colleagues."

Proceeds from the 2014 and 2015 events provided salad bars to 10 schools, and have supported school foodservice trainings, salad bar media and promotional activities and other programs to connect United Fresh members with leading K-12 school foodservice directors.

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 unexpectedly in July 2008 at age 48. His career also 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, 2015, and now again in 2016, the United Fresh Start Foundation will help promote the event, manage registration and provide onsite support.

The Oasis Golf Club is Tip's hometown course and features a championship, links style, par 72, 18-hole golf course designed by Arnold Palmer. Registration is \$350/golfer; \$1,400/foursome and includes lunch, the tournament fee, 18 holes with cart, contest holes, including closet-to-the-pin and longest drive, and an awards reception and raffle. Attendees can register as an individual or team.

For more information and to sign up to participate in this year's golf tournament, visit:
<http://www.unitedfresh.org/events-programs/tip-murphy/>

Sponsorships and opportunities to support the on-site raffle are available. For more information, contact Dana Davis at (302) 750-4662 or danadavis@epix.net.

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About the United Fresh Start Foundation

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 children 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, ensuring kids everywhere are *Growing Up Fresh*.