



*MV*  
Mahoning Valley Hospital  
Foundation



# MAHONING VALLEY HOSPITAL FOUNDATION

## JUNIOR ALL-STAR

### JUNE 17 - 20, 2019

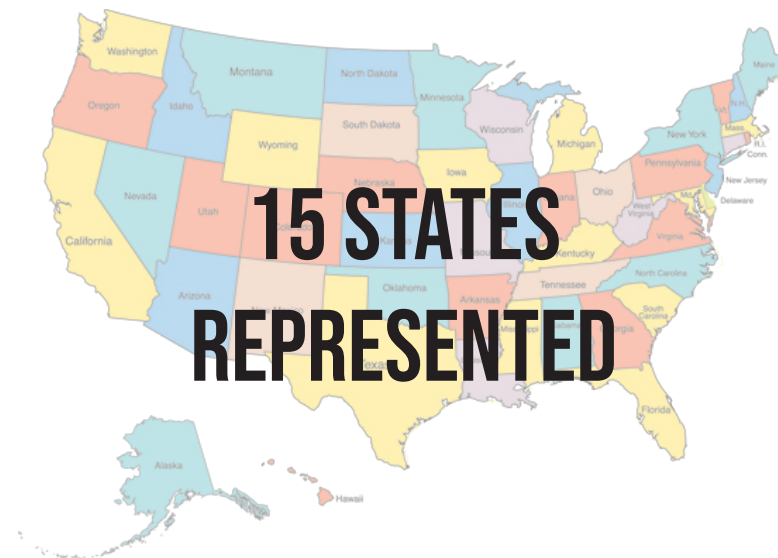
### FULFILLMENT REPORT

JUNE 17-20, 2019

## GOLF COURSE



**MILL CREEK GOLF COURSE - NORTH COURSE**



## 132-PLAYER FIELD





JUNE 17-20, 2019

## CHAMPIONS



**JACKSON FINNEY | 65-73-65 - 203**

**SOPHIA SARRAZIN | 76-70-65 - 211**

JUNE 17-20, 2019

The following is a summary of impressions made for the  
**Mahoning Valley Hospital Foundation Junior All-Star.**  
(All numbers are estimates.)

**SCHEDULE AND  
RESULTS PAGES**

10.4 million  
unique page  
views

**INDIVIDUAL MICROSITE**

13,909  
unique page  
views

**TAYLORMADE | ADIDAS GOLF  
LIVE SCORING**

22,332  
unique page  
views

*{Unique Views: if an individual visits the page more than once, that view only counts as one}*



JUNE 17-20, 2019

The **Mahoning Valley Hospital Foundation Junior All-Star** had an impact on the Boardman, Ohio, economy. The AJGA bases the following estimates on information received from participants at tournament registration.



{*Regional Multiplier*: estimates how much a one-time or sustained increase in economic activity in a particular region will be supplied by industries within that region}

JUNE 17-20, 2019



**TWITTER**

**24,700  
FOLLOWERS**

**TWEETS USING  
#JASMILLCREEK**

**27**

**POTENTIAL REACH OF  
#JASMILLCREEK**

**152,378**



**FACEBOOK**

**27,898  
LIKES**

**PHOTO ALBUM  
ENGAGEMENTS**

**1,058**

**PEOPLE  
REACHED**

**11,800**



**INSTAGRAM**

**56,000  
FOLLOWERS**

**AJGA  
POST REACH**

**21,070**

**POST LIKES**

**1,936**



JUNE 17-20, 2019

## The Mahoning Valley Hospital Foundation Junior All-Star received local media coverage.

**The Vindicator**  
Friday, July 12, 2019 73°

**Mill Creek tourney attracts golfers from the world over**

**Vindy SPORTS LIVE**  
WEEKLY SPORTS TALK SHOW

June 19, 2019 at 11:47p.m.

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By BOB ETTINGER  
sports@vindy.com  
BOARDMAN

Erik Plenge wants to compete against the best. So much so, he's willing to travel from South America to Northeast Ohio to do so, thinking not only of the current moment but the future, as well.

Plenge, 14, traveled the 3,672 miles from Lima, Peru, with his father to play in the American Junior Golf Association's Mahoning Valley Hospital Foundation Junior All-Star at Mill Creek Golf Course North. It's one of several events Plenge will take part in over the summer.

"It's just a change," Plenge said Wednesday. "I've been going to Florida a lot for my past few tournaments. I get to see a different kind of grass, another course. The best players play here [in the United States]. I want to play against the best competition."

Playing in the event gives Plenge a chance to grow as a player.

"Each time I come here [to the states], I have an opportunity to play, prepare and improve," Plenge said. "I don't worry about making the cut. I come and try to do my best each time I play because I don't get to play a lot of tournaments."

Plenge is not the only golfer trying to improve his game against high-level competition. Players from 27 countries and all 50 states have competed in the Mahoning Valley Hospital Foundation Junior All-Star over the four years.

"I've learned it's tough," Plenge said. "There are a lot of people here like me, competing for scholarships. I have to work hard if I want to achieve my goals. My main goal is to get a scholarship at a Division I school."

This year, players from overseas include Plenge, Benjamin Cai of Shanghai and Charlene Chung and Hoi Ki Lau, both of Hong Kong.

Plenge said he believes in what American colleges offer, both on the golf course and in the classroom.

"It's competitive not only in sports, but academically," Plenge said. "There's a good balance between the two. It's great."

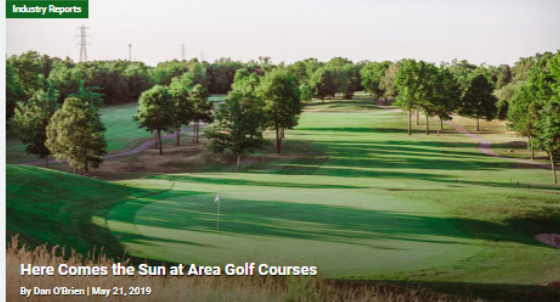
With this week's event moved from the South Course to the North Course due to weather, Plenge got to experience something very different from his home.

"It's nice," Plenge said. "It's really green. It's not like home. It's really different. Where I live, it's desert. The weather is really hot. It's a different kind of environment. It's really nice to see the green grass and the trees. It's a really nice change of pace."

**Business Journal** **Ohio Living** **Experience Matters.**  
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**Industry Reports**




**Here Comes the Sun at Area Golf Courses**  
By Dan O'Brien | May 21, 2019

YOUNGSTOWN, Ohio — Despite a sloppy start to the season, golf specialists across the region are optimistic that this summer will be filled with exciting play, as courses make an effort to capture a renewed interest in the sport.

"It's the second-fastest growing youth sport," asserts Brian Tolnar, director of golf at Mill Creek Park Golf Course. "We're trying to give these kids a recreational opportunity and keep them off of their cell phones."

Teaching kids to play at a young age helps the future of the sport immensely, Tolnar says. This year, Mill Creek is initiating an outreach program where golf professionals visit middle schools to encourage these young people to come out and play instead of being tied down to video games.

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Mill Creek representatives will first visit Canfield and Boardman schools this academic year, and in the fall incorporate Youngstown City, Poland, Austintown and perhaps South Range schools into the outreach effort.

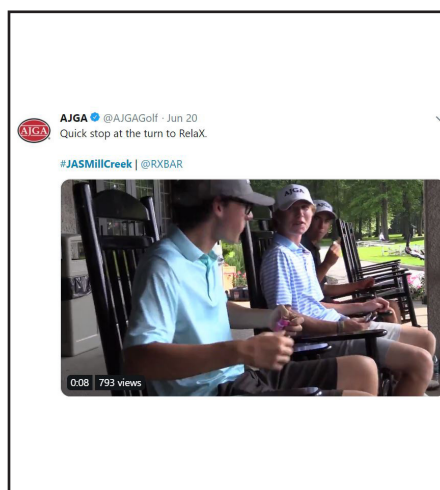
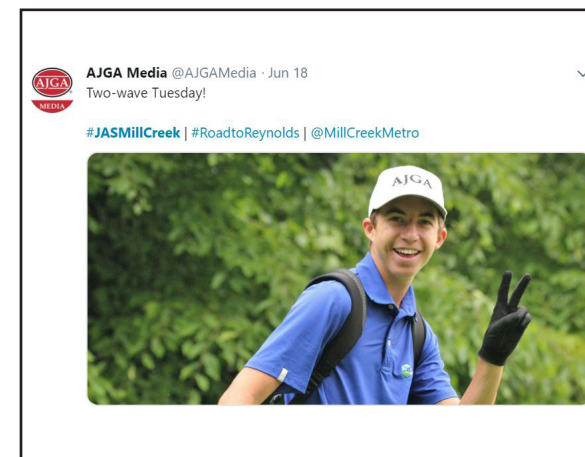
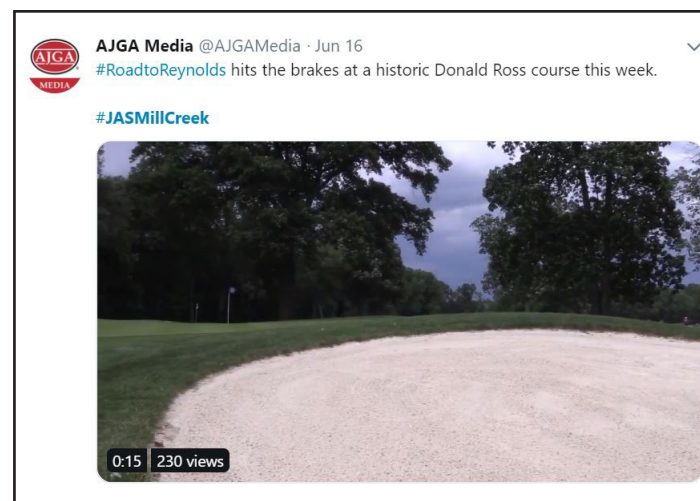
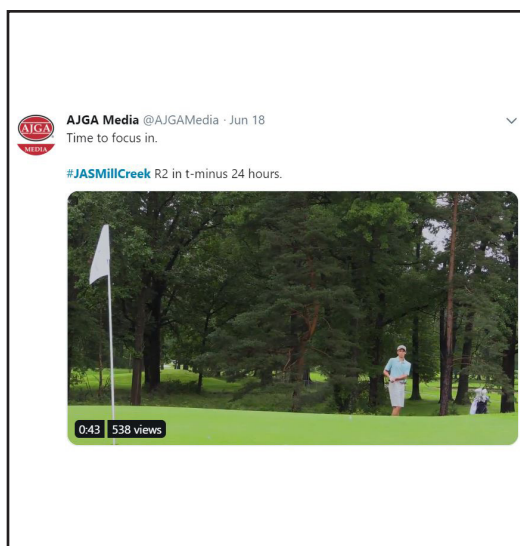
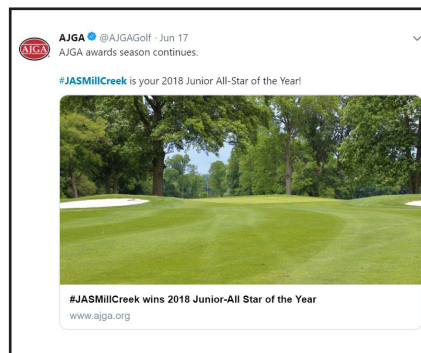
Enthusiasm for the sport — especially among young people — waned during the first half of this decade, Tolnar says. "We missed a whole generation," he says. Today, however, there appears to be a resurgence of interest among beginners, and Mill Creek wants to be at the forefront of encouraging this demographic to stick with it.

"We're also trying to be more inclusive and get women, seniors, adaptive golfers and minorities more involved in the sport," he says. "We'll be a better sport 10 years down the road."

And youth participation in the sport also translates into economic benefits for the Mahoning Valley, Tolnar says. For the fourth year, Mill Creek will play host to the Mahoning Valley Hospital Foundation American Junior Golf Association All-Star Tournament.

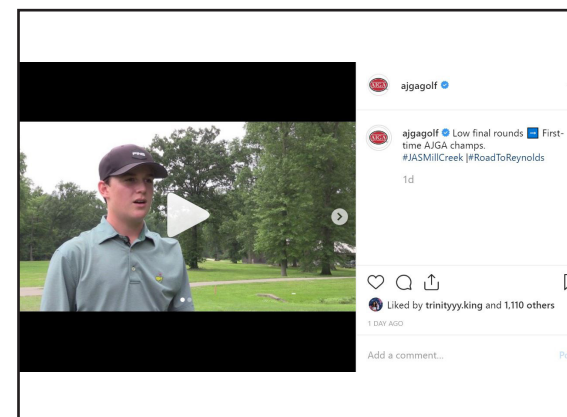
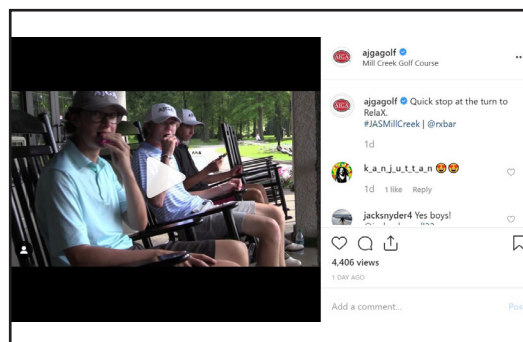
Sponsors of the event, held on Father's Day weekend, expect to attract 150 boys and girls between the ages of 12 and 15

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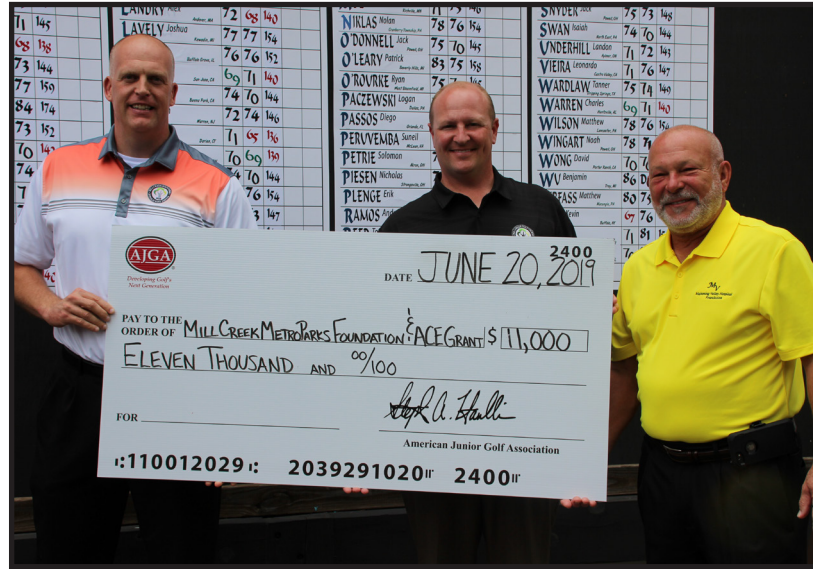




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