

For Immediate Release  
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## **Le Mars United Way and Luw Ready for Seventh Annual Golf Tournament**

**LeMars, IA – On Thursday September 2<sup>nd</sup> at noon**, the Le Mars United Way’s annual golf tournament will kickoff the 2010 campaign. The annual golf tournament will also determine the new home for the next 12 months of Luw (pronounced Lou) the traveling trophy. In a previous life, Luw (short for **Le Mars United Way**) was a painted bronze lawn ornament of a golfer about 18 inches tall and weighing 30 pounds. Tradition dictates that the winning foursome take Luw on their travels and photograph his adventures over the following 12 months. For the past year, Luw has experienced traveling in the company of Todd Lancaster, Matt Washburn, Reed Eimers, and Cory Nordstrom, last year’s winning foursome for the second year in a row.

On Thursday September 2<sup>nd</sup> at the Le Mars Golf Course, a new foursome will have the opportunity to earn the honor of having Luw as their travel companion. Registration begins at 11:00 a.m. with a shotgun start at 12:00 p.m.

“It is tradition to have Luw’s adventures from the last twelve months documented in a photo album for all to see during the golf tournament,” states Janelle Bixenman, volunteer and board chair for the Le Mars United Way. “Each year, the winning foursome tries to outdo the previous year’s winners in documenting adventurous travels of Luw the traveling trophy. It’s a little fun we add to the important business of launching this year’s Le Mars United Way campaign.”

Todd Lancaster, a member of last year’s winning group states, “Luw is a great travel companion. He seldom complains and travels light. As in years past, Luw does a great job of capturing his experiences with his camera and is willing to share with all of us.”

Luw the traveling trophy will be awarded at the dinner immediately following the seventh annual Le Mars United Way Golf Fundraiser. The tournament is a 4 person scramble and cost \$65 per person or \$50 if the golfer furnishes their own golf cart. The fee includes dinner and the opportunity to win several outstanding prizes. The annual golf tournament and the dinner that follows will launch this year’s Le Mars United Way campaign. But the highlight of the tournament will be presenting Luw to the winning team.

Golfers interested in playing in the tournament and competing for the honor of Luw’s company can call United Way at 712-255-3551, or register online at [www.unitedwaysiouxland.com](http://www.unitedwaysiouxland.com) under the Events tab.

**For more information contact:**

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