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anna@jasouthflorida.org**NEWS RELEASE****JA South Florida Invitational Raises over \$65,000**

Davie, FL. (March 15, 2010) Junior Achievement of South Florida eagerly anticipated the South Florida Invitational (SFI), that was held at Grande Oaks Country Club. The South Florida Invitational offered a pristine day of fun and raised over \$65,000 for Junior Achievement of South Florida.

The golfing was extraordinary, but the other elements of the event were equally outstanding, including massages on the patio, a cigar bar, a delicious breakfast, lunch on the veranda, dinner, car wash, tailored outfit and gift bag, and two dozen roses for each player. SFI Co-Chairs, Gerry Litrento and Douglas Roberts, are active JA board members who take seriously the mission of free enterprise education. As avid golfers, Gerry and Doug led an exceptional committee in planning a unique and well run event. We appreciate the dedication of our sponsors, the SFI Committee, and our volunteers continue to make this event a tremendous success.

Every year the tournament honors an individual from the community who shows a dedication to the community and exemplifies what Junior Achievement is all about. This year's honoree was Jarett S. Levan, CEO and President of BankAtlantic. Tony Segreto, long time anchor was on hand to serve as master of ceremonies.

The South Florida Invitational has become a premier client entertainment and networking event that attracts prominent business and civic leaders. The SFI offers high profile community visibility in concert with the largest and fastest growing economic education organization in the world. For years this has been a wonderful event with a wide variety of players from businesses across the region. We enjoyed hosting some of our annual returnees as well as welcoming new golfers to the SFI experience. Joining us this year was our Cigar Sponsor, Altadis U.S.A. Benefactors included All American Tobacco, LLC, Altadis U.S.A., BankAtlantic, CB Richard Ellis, Collective Construction & Design, Florida Marlins, Gray Robinson Attorneys at Law, Nova Southeastern University, NuVision Management, Phil Smith Automotive Group, Presidential Capital Partners, PricewaterhouseCoopers, RIC Executive Search, Regions Bank, SunTrust Bank, Team Marketing, Inc., Toshiba Business Solutions. Host Sponsors included BGT Partners, Florida Panthers, Budweiser, Gerlinde Photography, MasterCard, Planet Massage and UHaul.

The South Florida Invitational has raised over \$1,395,000 since the first tournament in 1998, helping Junior Achievement serve more children year after year. Junior Achievement of South Florida was founded in 1959. In 2010, Junior Achievement programs will reach over 50,000 students spanning grades K-12. Using age-appropriate curricula designed to teach elementary students about their roles as individuals, workers, and consumers and to prepare middle grade and high school students for key economic and workforce issues they will face, Junior Achievement brings the free enterprise system to life in the classroom and at JA World Huizenga Center, through two new hands-on learning programs: BizTown and Finance Park, geared towards 5th and 8th graders, respectfully. For more information, please visit the www.jasouthflorida.org or call 954-979-7100.

L-R Picture 01

Jarret Levan, Tony Segreto, Brent Shepherd (80)

L-R Picture 02