

First Tee — Central Coast Teens Selected for PGA TOUR Champions' PURE Insurance Championship Impacting First Tee at Pebble Beach



Sophia Waddell



Maya London



Sofia Rodriguez Pierson

Sophia Waddell, Maya London and Sofia Rodriguez Pierson head to Pebble Beach this September

First Tee and PGA TOUR Champions have announced that Sophia Waddell, Maya London and Sofia Rodriguez Pierson will represent First Tee — Central Coast at the 2024 PURE Insurance Championship Impacting First Tee. The event will bring teens from First Tee chapters to Pebble Beach Golf Links and Spyglass Hill Golf Course for the PGA TOUR Champions tournament, Sept. 17–22. The annual event, hosted by the Monterey Peninsula Foundation, is televised nationally on Golf Channel.

Sophia is from Cambria, CA and currently attends Palm Desert High School where she is a member of the PDHS varsity girls golf team being coached by PGA professional Kaitlyn Ellis, and will graduate in 2026.

" I have loved being a part of the First Tee golf program since I was seven years old and it has become a huge part of my life as I have gotten older. The leadership experience I have gotten as a First Tee junior coach and mentor has been incredibly valuable! I have learned through First Tee leadership academies such as "Drive Your Future" and the "Innovator's Forum" how to put community projects together so they have a better chance of succeeding and also the importance of building and keeping up relationships with other people. I have met great mentors like Dr. Ted France and PGA professional Billy Horschel who have inspired me to work hard to make the world around me a better place. I am so grateful for the opportunities that the First Tee has given me and for my coaches Billy Gibbs and Darren Avrit who have been there for me every step of the way! "

Maya London is from Oceano, CA, attends Arroyo Grande High School where she plays on the golf team and is a member of the class of 2025.

"Playing in this event has been a dream of mine since I was little, and it's a full circle moment to actually be participating this year. I started First Tee in 2014, after being dragged around the local community 9 hole course by my Dad and enjoying it. In fourth grade I moved to San Luis Obispo County and met Coach Darren Avrit, and that's when my passion for the game of golf was sparked. I am so grateful to have had the opportunity to work with the coaches and be a part of The First Tee Central Coast, and because of that work, I am where I am today. The never ending support from coaches, the community, and family, has impacted me greatly. Along with that, working with the younger kids in the First Tee as a junior mentor, makes me so excited for their futures the way my coaches and mentors were excited for mine. I am truly lucky to have become a part of the Central Coast chapter of First Tee. I can't wait for Pure Insurance and I'm so lucky to end my senior season of golf with this insane experience."

Sofia Rodriguez Pierson is from San Luis Obispo, CA, attends San Luis Obispo High School where she plays on the golf team and is a member of the class of 2026.

"I started First Tee when I was 7 years old and the program has not only taught me so much about golf, but also a lot about life. Respect, responsibility, and courage on and off the golf course are important lessons I've learned. Because of the First Tee program, I've gained so many new friendships and I've gotten to visit many amazing places but none of that would have been possible without my coach Darren Avrit. Coach Darren always made me so excited to go out and play golf and try hard to get better. I'm excited for the Pure Insurance Championship because I hope to be a role model to other young girls and show them that if they stick with a great program like First Tee, they can also get amazing opportunities. "

Sophia, Maya and Sofia will showcase the skills and values they have learned at First Tee during a week of competition and mentorship, during which they'll be paired with a PGA TOUR Champions pro and amateurs from the business world. They will join 80 total teens from First Tee chapters across the country and – for the fourth year in a row – a participant from First Tee – Morocco.

Participants were selected by a national panel of judges based on their personal growth and development through First Tee's programs, as well as their playing ability. The full junior field was revealed live on Golf Channel's "Golf Today."

This year's field of PGA TOUR Champions players will feature legends including Ernie Els and Vijay Singh, as well as three-time PURE Insurance Championship winner Kirk Triplett and Thongchai Jaidee, who will defend his title. Clint Eastwood serves as chairman of the PURE Insurance Championship.

Play will be conducted on Pebble Beach Golf Links and Spyglass Hill Golf Course on Friday and Saturday. The final round will be contested solely at Pebble Beach Golf Links on Sunday, where 24 First Tee juniors will compete based on their 36-hole performance. The tournament will crown one male and one female First Tee junior champion on Sunday.

More than 1,000 teens from First Tee have played in the PURE Insurance Championship, experiencing the once-in-a-lifetime opportunity to meet, play and be mentored by PGA TOUR Champions players and amateurs in the field.

"What an honor and pleasure it has been to guide Maya, Sofia, and Sophia through their youth development program for more than 10 years. I am so lucky that they stuck with the program and their hard work and dedication has truly paid off as they earned their way to the Pure Insurance Championship Impacting the First Tee, the pinnacle of what the First Tee has to offer. It has filled me with pride to watch these three amazing young people thrive in their environment and use the life skills they learned through the First Tee to guide who they have become today. These three young women have become game changers in their communities and continue to have an impact on the First Tee. Congratulations to all of them for an honor well deserved." – First Tee Coach, Darren Avrit

First Tee is a youth development organization that teaches life skills and helps kids and teens build their strength of character through golf. The PURE Insurance Championship is one of several national opportunities provided by First Tee Headquarters to encourage and motivate participants as they progress through the program and toward higher education opportunities.

The junior field for 2024 PURE Insurance Championship can be viewed [here](#).

For more information on the tournament, visit PUREInsuranceChampionship.com. To learn more about First Tee, visit FirstTee.org.

About First Tee –Central Coast

First Tee – Central Coast is one of 150 First Tee chapters across the U.S. and select international locations. Its mission is to impact the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf. First Tee – Central Coast reaches approximately 26,000 kids and teens annually through programs delivered at 14 program locations, 54 schools and 12 youth centers. Learn more at www.firstteecentralcoast.org.

About Monterey Peninsula Foundation

Monterey Peninsula Foundation is a 501 (c)(3) nonprofit organization which donates funds from the proceeds of the AT&T Pebble Beach Pro-Am on the PGA TOUR and the PURE Insurance Championship Impacting the First Tee, a PGA TOUR Champions tournament. The Foundation focuses on improving the quality of life in Monterey, Santa Cruz, and San Benito counties.

www.attpbgolf.com

www.pureinsurancechampionship.com

About PURE Insurance

Privilege Underwriters Reciprocal Exchange (PURE) Insurance is a property and casualty insurance company designed exclusively for successful, responsible families. We opened for business more than 15 years ago with the goal of offering something different in the insurance space: a company focused on doing what's right for our membership (policyholders), one that promotes transparency and alignment of interests, and delivers greater value.

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About PGA TOUR Champions

PGA TOUR Champions is a membership organization of professional golfers age 50 and older, including 34 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. Follow PGA TOUR Champions online at PGATOUR.com, at facebook.com/PGATOURChampions, on Twitter [@ChampionsTour](https://twitter.com/ChampionsTour) and on Instagram [@pgatourchampions](https://instagram.com/pgatourchampions).

All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Tournament programming is available via 25+ TV linear partners in 145+ countries and territories, with 25 channels carrying long-form and/or highlights coverage, and 200+ hours of live coverage distributed in 135+ countries and territories. Programming is also available via the OTT platform GOLFTV powered by PGA TOUR in every market outside of the United States, excluding China and Korea, with live coverage distributed in 130+ countries and territories.



2024 PURE Insurance Championship Impacting First Tee Junior Field Fact Sheet

- For 21 years, the PURE Insurance Championship Impacting First Tee has been teaming up First Tee participants with PGA TOUR Champions players and amateurs, providing life-changing mentoring opportunities for the teens. This experience opens the participants' eyes to the possibilities in golf and beyond as they are contemplating their future education and careers.
- The participants represent not only some of the most elite golfers in the First Tee network but game changers who are committed to personal growth and living out their character strengths and values as they strive to make an impact in their local communities.
- Held Sept. 20-22, 2024, the PURE Insurance Championship will be televised nationally on Golf Channel.
- The 80 juniors, ages 14 to 18, are each paired with a PGA TOUR Champions player and compete for the Pro-Junior Male and Female title at Pebble Beach Golf Links and Spyglass Hill Golf Course applying the life and leadership skills learned from First Tee programs as they compete on the national stage. The final round will be contested solely at Pebble Beach Golf Links on Sunday, where 24 First Tee juniors will compete based on their 36-hole performance.
- The teens are selected by a national panel of judges based on their personal growth and life skills learned through First Tee's programs, as well as their playing ability.
- Of the 80 juniors playing this year, 46% are girls and 55% are ethnically diverse.
- Forty-nine First Tee chapters are represented in this year's junior field including for the fourth time a participant from First Tee – Morocco.
- First Tee is a youth development organization that teaches life skills and helps kids and teens build their strength of character through golf. The PURE Insurance Championship is one of several national opportunities provided by First Tee Headquarters to encourage and motivate participants as they progress through the program and toward higher education opportunities.
- Notable alumni of the tournament include professional golfers Cameron Champ (2012) and Austin Smotherman (2009); retired PGA TOUR player Scott Langley (2006); and LPGA Tour player Paula Creamer (2004 exemption).