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**For Immediate Release**

**Students In The First Tee Program To Experience The Opportunity Of A Lifetime**

*The Toro Company, Walt Disney World Resort and The First Tee Introduce New Future Leaders Forum*

MINNEAPOLIS (Oct. 18, 2006) – The Toro Company, Walt Disney World Resort and The First Tee are joining together to develop an innovative educational program surrounding the game of golf. Today they introduce the *Future Leaders Forum*, a three-day immersion in the sport, business and science of golf, which will also provide character education to prepare tomorrow’s leaders for college and the future.

Recognized as one of the country’s premier youth development organizations, The First Tee has opened over 250 golf-learning facilities in 46 states and five international locations, and has introduced the game of golf and its values to over 675,000 participants. The *Future Leaders Forum* will involve up to 50 high school students, who will be selected through an essay competition and application process from among the top students enrolled in The First Tee Life Skills Education program.

The *Future Leaders Forum* will be held annually, with the inaugural event taking place in November 2007 in the ultimate classroom of Walt Disney World Resort in Lake Buena Vista, Fla. Utilizing golf as the vehicle, the inaugural forum will coincide with the 2007 edition of the long-running PGA TOUR event at Walt Disney World Resort. Students will attend learning sessions on horticulture, turf management, human relations, hospitality, marketing, technology, environmental sciences and the sport of golf. For many students, the forum will provide access to their very first PGA TOUR golf event, and access to some of the world’s most renowned golfers. Students will also shadow tournament staff to learn what it takes to run a PGA TOUR tournament.

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“We would like to thank Walt Disney World Resort, The Toro Company, and the PGA TOUR for creating this wonderful opportunity for our participants,” said Joe Louis Barrow, Jr., executive director of The First Tee. “The opportunity to interact with and learn from some of the most respected experts in the industry is an incredibly valuable experience. This relationship and learning platform only increases our participants’ potential for success.”

The program for the *Future Leaders Forum* is being developed by curriculum professionals at The First Tee, with insight from Toro and Disney. Some of the concepts in development or under consideration include:

- **Insight into the Disney Institute** – Exposure to executive-level programs focused on building leadership skills, people management and customer service skills.
- **Innovation in education** – Explore opportunities presented through turf management schools and programs focused on golf course hospitality and business.
- **Preparing for college** – In conjunction with The First Tee’s PACE program, students will gain knowledge on evaluating colleges, the application process and preparing for college entrance exams.
- **Inside look into the operations of Disney** – Students will get a rare look behind the scenes.
- **Maintaining the beautiful grounds of Walt Disney World Resort** – Learn how Disney horticulturists and groundskeepers use Toro equipment to help maintain the grounds.
- **New technologies in turf** – Look at how Toro innovations are shaping the turf industry. Advancements in alternative fuel sources, and irrigation solutions that promote smart water management.

“These young students represent our future – individuals who one day could become leaders in our industry,” said Mike Hoffman, chairman and CEO of The Toro Company. “We’re excited to have this opportunity to further our relationship with The First Tee and Disney, as we work together on an initiative important to all of us.”

“This is a wonderful opportunity to transfer the values of golf – values like dedication, integrity and leadership – into the personal lives of young people,” said Reggie Williams, vice president of Disney Sports Attractions.

“Hosting the *Future Leaders Forum* in our world-renowned playground will inspire learning, growing and plenty of ‘magic’. All of us at Disney are excited to be part of this one-of-a-kind training event in partnership with Toro and The First Tee.”

The application process will be open to all 202 Chapters of The First Tee in 46 states, but a maximum of 50 students will be selected to participate in the 2007 *Future Leaders Forum*. Nominees must be either a high school

sophomore, junior or senior enrolled in the Birdie-certified life skills program, with at least three years of active participation in their Chapter. Students will submit a 200-word essay about their career aspirations and plans for after high school; a letter from a parent on how this program would impact the student and the family; and a letter from the executive director of their Chapter about the leadership the student has brought to the Chapter.

Since 1998, Toro has been a premier corporate partner and preferred supplier of golf course maintenance and irrigation equipment for The First Tee. Toro also is the official provider of turf maintenance equipment for Walt Disney World Resort.

#### **About The Toro Company**

The Toro Company (NYSE: TTC) is a leading worldwide provider of outdoor beautification products, support services and integrated solutions. Since 1914, the company has built a tradition of excellence around a number of strong brands that serve a customer base that includes golf course superintendents, sports field managers, landscape and irrigation contractors, fruit and vegetable growers and homeowners. Through the Toro Giving Program, Toro helps enhance the health and well-being of communities through active outreach and involvement. Our contributions – both monetary and volunteerism – are also focused on programs that enhance education, health and welfare, culture, the arts, and civic projects. Toro is headquartered at 8111 Lyndale Ave. in Bloomington, MN. Visit the company web site at [www.thetorocompany.com](http://www.thetorocompany.com).

#### **About Walt Disney World Resort**

Walt Disney World Resort, located in Central Florida near Orlando, is a complete vacation destination featuring themed resort hotels, theme parks, water parks, golf and recreation, a state-of-the-art sports complex, shopping, dining and nightlife. Guest information and reservations are available at [www.disneyworld.com](http://www.disneyworld.com), by calling 407-W DISNEY or by visiting a local travel agent.

#### **About The First Tee**

The First Tee ([www.thefirsttee.org](http://www.thefirsttee.org)) is an initiative of the World Golf Foundation, a 501(c)(3) nonprofit organization based in St. Augustine, Florida at World Golf Village, home of the World Golf Hall of Fame. Its mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Since its inception in 1997, The First Tee has opened over 250 golf-learning facilities in 46 states and five international locations, and has introduced the game of golf and its values to over 675,000 participants. The First Tee National School Program ([www.thefirstteensp.org](http://www.thefirstteensp.org)) has reached more than 400,000 students in over 900 elementary schools across the country.

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