

# Topgolf Lighting Targets Blue for Make-A-Wish® World Wish Day®

Following \$100,000 donation, Topgolf light show intended to raise awareness and funds for Make-A-Wish on April 29

DALLAS, April 27, 2017 /[PRNewswire](#)/ -- In celebration of its first \$100,000 donation to [Make-A-Wish](#)®, global sports entertainment leader [Topgolf](#)® is lighting its targets blue on World Wish Day® this Saturday, April 29. Topgolf plans to help grant more wishes for children with life-threatening medical conditions by pledging to donate a minimum of \$250,000 in year two of its partnership with Make-A-Wish.

"World Wish Day is a chance for us to celebrate all those who make wish granting possible, including corporate sponsors like Topgolf," said David Williams, president and CEO of Make-A-Wish America. "The generous contributions from Topgolf and their guests are directly responsible for bringing the life-changing benefits of a wish come true to more wish kids nationwide."

On Saturday, Topgolf will turn its targets blue every 34 minutes for five-minute-long periods to represent how often, on average, a child's wish is granted somewhere in the United States.<sup>1</sup> Topgolf is inviting guests to join the company in support of Make-A-Wish by:

- **Adding a donation to their check** – Guests may ask their Bay Host to add a Make-A-Wish donation to their tab at the end of their visit.
- **Purchasing co-branded Topgolf and Make-A-Wish merchandise** – Hats are available for \$19.99 and include a \$5 donation to Make-A-Wish. Ball markers are available for \$4.99, with a \$1 donation to Make-A-Wish.
- **Ordering Injectable Donut Holes** – \$1 from every Injectable Donut Holes order is donated to Make-A-Wish.

"Please join us on World Wish Day to celebrate Topgolf's partnership with Make-A-Wish and the remarkable long-term impact this organization has on the children whose wishes come true," said Topgolf Entertainment Group Co-Chairman and CEO [Erik Anderson](#). "We are proud to align with Make-A-Wish to inspire hope and joy through extraordinary experiences."

To see a wish come true with Topgolf, [watch Make-A-Wish kid Matthew's reaction](#) to discovering

his dream playhouse.

Please visit [Topgolf.com/giving](http://Topgolf.com/giving) for more information about Topgolf's charitable giving initiatives.

### **About Make-A-Wish**

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true has positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illness, and their parents say these experiences help strengthen the entire family. Headquartered in Phoenix, Make-A-Wish is one the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 33,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 34 minutes. It has granted more than 285,000 wishes since its inception in 1980; more than 15,300 in 2016 alone. Visit Make-A-Wish at [wish.org](http://wish.org) to learn more.

### **About Topgolf**

Topgolf inspires the connections that bring people together for unforgettable good times. Whether it's a date night, girls' night, happy hour, work breakfast, lunch hour or any other kind of hour, Topgolf makes socializing a sport – literally. Through the premium experience of Play, Food and Music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Topgolf also brings interactive experiences to the community that facilitate shared moments and deep relationships through Topgolf U golf lessons, weekly leagues, The Topgolf Tour competition, KidZone parties, social and corporate team-building events, and the World Golf Tour (WGT) app. Each venue features high-tech, climate-controlled hitting bays for year-round comfort, delicious food and beverage, live events, music, hundreds of HDTVs and outstanding hospitality. With 31 venues entertaining 10.5 million Guests annually and the world's largest digital golf audience, Topgolf is creating the best times of your life both in-venue and online. To learn more about Topgolf, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).

<sup>1</sup> Light show excludes Topgolf Alexandria, Dallas and Wood Dale

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