



## PRESS ROOM – FOR IMMEDIATE RELEASE



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### The Austin Hope Golf Tournament Raises a Record Breaking \$110,000 to Invest in Must! Charities

*Austin Hope and Hope Family Wines teed up with Must! Charities to bring tradition, fun, and philanthropy together with the end goal of investing BIG into the biggest social needs in Northern San Luis Obispo County*

**Paso Robles, CA** – In the spirit of investing in their community, Hope Family Wines teed off at their annual Austin Hope Golf Tournament, raising over \$110,000 and shattering past fundraising goals. The best part? Must! Charities, the beneficiary for the golf tournament, will invest 100% of the net proceeds into addressing the greatest social needs facing Northern San Luis Obispo County.

Since 2015, the Austin Hope Golf Tournament has raised \$375,000 through a collaborative partnership with influencers in the wine industry. The ever-popular and always colorful tournament brings together interests from across the wine industry for an action-packed day focused on giving back to the region.

“The Austin Hope Golf Tournament represents community spirit with a cause,” says Becky Gray, Executive Director of Must! Charities. “We look forward to this annual tradition, which helps support Must! Charities as we come alongside to support local organizations who are on the front lines addressing the most critical needs in our community.”

The golf tournament, once an annual tradition to kick off Paso Robles Wine Festival Weekend, was canceled for a number of years as interest in it waned. Fast forward to 2015 when Austin Hope revived the tradition and partnered with Must! Charities to bridge fun with a purpose.

“Resurrecting the Wine Fest Golf Tournament was something my father had asked about for years. It reminded him of the old days of early Paso wine country when it was just a few wineries and farmers around. Bringing back this nostalgic event, albeit on a much grander scale, with many more wineries and vineyards here today brought back fun pastime emotions” remarked Austin Hope, President of Hope Family Wines. “We chose Must! Charities as the beneficiary of the golf tournament because they do their due diligence on surveying who and what needs help in our community and follow through to make sure each dollar is helping the ones in need”.

To find out more about the Must! Charities fundraising charitable campaigns, visit [mustcharities.org](http://mustcharities.org) or call 805.226.5788. Interviews are available upon request.

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### **About Must! Charities:**

Must! Charities identifies the most critical community needs in our community, vet organizations that are serving those needs, then invest in their infrastructure so they are well positioned to create positive, measurable change for years to come. We are people who have an intrinsic desire to build a stronger community through an investment-minded approach. We are small business owners, stay at home parents, middle managers, college students, CEOs of major firms and together, we harness the community's collective giving potential. To learn more or become a partner, please visit [www.mustcharities.org](http://www.mustcharities.org) or call 805.226.5788.