



PRESS ROOM – FOR IMMEDIATE RELEASE



Austin Hope Charity Golf Tournament Raises \$167,000 for Must! Charities

PASO ROBLES, Calif. — The 2026 Austin Hope Charity Golf Tournament delivered an unforgettable day of golf, hospitality, and philanthropy, raising \$167,000 for Must! Charities during a sold-out event at Hunter Ranch Golf Course.

Hosted by Austin Hope and Hope Family Wines, the tournament has become one of the area's most anticipated charitable events and a cherished Paso Robles Wine Festival tradition. The annual sold-out event, held each May to kick off the weekend, reflects both the popularity of the tournament and the community's commitment to the mission of Must! Charities.

What began as a casual day of camaraderie on the course for the local wine industry was later revived by Austin Hope with a renewed charitable purpose. Today, the tournament has grown into a major fundraiser that brings together golfers, businesses, and the community to create lasting impact for children and families throughout San Luis Obispo County.

More than 50 generous partners brought the course to life this year, teeing up fun, energy, and excitement at every hole. From imaginative experiences to entertainment, food, music, and memorable moments, the day was full of community spirit from the first hole to the last.

“Year after year, this tournament demonstrates the extraordinary impact that can be achieved when a community unites around a shared commitment to giving back,” said Becky Gray, CEO of

Must! Charities. “The unwavering generosity of Austin Hope and Hope Family Wines, combined with the support of our sponsors, golfers, volunteers, and donors, has transformed this event into one of the most successful and anticipated charitable golf tournaments on California’s Central Coast. Since being reestablished in 2015 as the official kickoff to Paso Wine Festival Weekend, it has generated a remarkable \$960,000 for our community—bringing us to the threshold of an extraordinary \$1 million milestone. We are profoundly grateful to everyone who has made this achievement possible and helped create lasting impact for children, families, and nonprofits throughout our region.”

The tournament's success extends far beyond the fairways. Every dollar raised supports Must! Charities' efforts to strengthen local communities by investing in programs that help children and families thrive. Through partnerships with nonprofit organizations, Must! Charities continue to address critical needs throughout San Luis Obispo County.

“The success of this year’s tournament was a reflection of the generosity, enthusiasm, and community spirit that define Paso Robles,” Hope said. “Once again, our players, sponsors, and volunteers went above and beyond, and our winery family put their heart and soul into making it happen. Together, we're not only creating a can’t-miss event, but also helping Must! Charities continue its vital work across our region.”

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About Hope Family Wines

Hope Family Wines is one of the pioneering heritage wineries that helped spark the modern winemaking era in Paso Robles. Owner & Winemaker Austin Hope grew up in Paso Robles as the son of winegrowers Chuck and Marlyn Hope, from whom he inherited his love and respect for the region. Hope Family Wines today spans six brands that exemplify the world-class quality and diversity of Paso Robles: Austin Hope, Treana, Quest, Austin, Liberty School and Troublemaker. In the fall of 2022, Hope Family Wines was named “American Winery of the Year” by Wine Enthusiast’s annual Wine Star Awards, and the winery’s flagship Austin Hope Cabernet Sauvignon has twice been named a “Top 10 Wine of the Year” by Wine Enthusiast. Most important, Hope Family Wines works with 50 partner growers and a dedicated family of employees who make it all possible. More at [HopeFamilyWines.com](https://www.HopeFamilyWines.com).

About Must! Charities

Must! Charities is a nonprofit organization dedicated to changing the model of philanthropy by uniting donors, pooling resources, and strategically investing in nonprofits to create sustainable impact throughout San Luis Obispo County. From day one, Must! Charities has stood by a bold promise: every dollar donated by the community goes directly to the causes it champions. This commitment is made possible through Must! Roots, a dedicated funding source that covers all operational expenses, ensuring community donations directly support local nonprofits and the people they serve.

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