



# YEAR IN 2013 REVIEW

Annual Report of the  
National Hook A Kid  
On Golf Program

## Hook A Kid On Golf 2013 Site of the Year: Wichita Park and Recreation

**W**ichita (Kan.) Park and Recreation adopted Hook A Kid On Golf programming with modest beginnings 18 years ago. At the time the program was only offered at one location, but after finishing their first Hook A Kid On Golf clinic with great attendance and enthusiastic interest from participants and families, they expanded program offerings to three additional golf courses throughout the city, and today the program is a staple of the recreation department's youth offerings.

"When we offered our first Hook A Kid On Golf clinic in 1996 it was on the far west side of town," said Mark Lowry, recreation supervisor for the Orchard Recreation Center at Wichita Park and Recreation. "By branching out and offering the clinics at three more city golf courses we can have clinics located throughout the city which makes Hook A Kid On Golf more accessible to parents."

The success of Wichita Park and Recreation's Hook A Kid On Golf clinics is a product of the community's support of the program. The annual clinics are promoted each year in the recreation department's summer activities guide, but Lowry says the best form of marketing for the clinics has been word of mouth from families that enjoyed and found value in the clinics and have recommended it to others.

Over the years the community has rallied around the Hook A Kid On Golf program. Donations from sponsors and proceeds from an annual golf tournament help to bring the game of golf to as many children as possible each year. Papa Johns has become a community partner and even provides pizza for the junior golfers to enjoy at the conclusion of each clinic.

This year 64 children were given the opportunity to attend the Hook A Kid On Golf clinics for free with the help of the United States Golf Association (USGA). "The USGA matching funds are a tremendous asset for us to be able to run four clinics at no charge to all the participants," Lowry said.

Wichita Park and Recreation received the Hook A Kid On Golf 2013 Site of the Year award for its outstanding work in bringing the game of golf to children throughout the city for nearly two decades.

"Wichita Park and Recreation has reached thousands of children over their time as a Hook A Kid On Golf site. Their success running clinics exemplify what can happen when the entire community pulls together to benefit their youth," said Andy Parker, director of youth development at the National Alliance for Youth Sports. "Winning the 2013 Site of the Year award is not something that just the recreation department can be proud of, but something each member of the community who makes this program possible can celebrate."

Lowry shares similar sentiments. He said, "The Hook A Kid On Golf program is a total team effort, from the support of our director of park and recreation, to all the golf pros, the recreation staff, sponsors and everyone else involved with the program. It has been great watching it grow and watching the kids each summer as they learn the game of golf and seeing the smiles on their faces when they complete the program."

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