

PRESS RELEASE

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Florida Country Club Does It Again. River Hills CC Shows Thanks to Local Elementary School

Valrico, FL (December 17, 2020) – River Hills Country Club, a private facility located in the Tampa, FL area and owned by the River Hills Community Association raised \$4,000 to once again show thanks and appreciation to those on the front line of the COVID-19 Pandemic. This most recent effort raised funds through their “Tee It Up FORE Teachers” mission.

River Hills CC received over \$4,000 from its membership and their friends with a golf outing for their “River Hills Cares” campaign. These proceeds were used as \$50 cash presents for every employee at the Lithia Springs Elementary School in Valrico, FL. The club also saved \$500 for the school PTA by paying for their holiday staff breakfast. This was the second initiative undertaken by the River Hills Cares mission to show appreciation to local groups for their provision of care, service and protection of the general community. In April of 2020, they raised \$10,000 to deliver over 1,000 lunches to two local hospitals for the professional healthcare workers while sharing 50% those proceeds with locally owned restaurants. River Hills Cares is a mission of club management to thank others in the Tampa market that deserve appreciation for their efforts through these challenging times.

“Our Board has fully backed management’s efforts to show appreciation to those that serve not only our club and residential development of River Hills, but also on behalf of those they serve in other areas and communities of the Valrico and Fishhawk area.” said Bob Swezey, General Manager. He added “we believe and hope that giving thanks to others that are crucial to our communities shows we appreciate them and their dedications to serving us and our neighbors outside of River Hills. In this case we wanted every single employee at the school know that we realize each of them is as important as another regardless if an administrator, teacher, cook, janitor or support services. They are a family taking care of other families and our family cares.”

“Our membership’s generosity continues to amaze me” said Paul Brooks, President of the RHC Master Association. He stated, “our Members and residents make personal sacrifices as volunteers all the time through their involvement on behalf of our neighborhood, club and the surrounding community.” He ended with, “The club’s management, along with our Members, continues to make profound impacts on our neighborhood and on behalf of our surrounding community neighbors through the River Hills Cares campaigns. It brings smiles to many faces.”

Since being purchased by the River Hills Association in September 2019, over \$4.5M in strategic capital expenditures has been invested to purchase and renovate, rejuvenate and create a renewed vision of excellence for the club that opened in 1989. Swezey, was also the GM at River Hills from 1993 to 1998. Enthusiastically he noted, “River Hills has once again become the premier private club in eastern Hillsborough County for not only its high satisfaction ratings through surveys of Members, but also its loving involvement within the community. Showing care is at the very heart of service. Care is the foundational core of our family team culture. We care about our Members, guests, team and community and they care back.”

Said Margie Martin, Membership Director about the River Hills Care campaign; “the campaigns this year are giving back to create smiles and show others we truly care. We remain amazed, surrounded and blessed with an awesome membership and friends that share. We sincerely believe that it is indeed better to give than receive and future initiatives to emergency services and veterans will show others we appreciate them too.”