**KIA CANADA INC. AND PGA TOUR GOLFER DAVID HEARN LAUNCH GRANT TO ENCOURAGE JUNIOR GOLFERS TO GIVE BACK TO THEIR COMMUNITIES**

*The David Hearn Foundation Kia Grant applications are now open*

[**MEDIA KIT**](https://drive.google.com/drive/folders/0B5LROm91Df81RGtVM3hhb0lVczA?usp=sharing)

**Toronto, ON (April 19, 2017)** - Kia Canada Inc. (KCI) and PGA TOUR golfer and Kia ambassador David Hearn announced today the launch of The David Hearn Foundation Kia Grant - a joint initiative to encourage and enable junior golfers across Canada to give back to their communities by recognizing their local Alzheimer Society chapter.

The David Hearn Foundation Kia Grant will award two junior golfers each with a $4,500 cheque to direct to the local Alzheimer Society chapter of their choice. The two grant recipients will also receive transportation and accommodations to attend The David Hearn Foundation Charity Classic on July 31, 2017 at Brantford Golf & Country Club, where they will be formally acknowledged by both Hearn and KCI, and their selected Alzheimer Society chapters will be presented with the cheques.

“This Grant will not only benefit two local Alzheimer Society chapters, but I hope will also inspire the next generation of Canadian junior golfers to give back to their communities, and recognize from an early age the impact that Alzheimer’s disease has across our Country,” said Hearn. “I want to thank Kia for supporting the Foundation so that together we can encourage youth to help their communities and drive change.”

Hearn, a spokesperson for the Alzheimer Society of Canada, is an advocate against the disease, stemming from his own personal connections to Alzheimer’s through his grandmother and great-grandmother. After being involved with his local chapter since 2011 - the Alzheimer Society of Brant, Haldimand Norfolk, Hamilton, and Halton, Hearn launched his Foundation in 2015. The mission of the Foundation is to support the Alzheimer Society of Canada at a national level, while also still raising funds for his local chapter to implement programs and services for families and individuals suffering from the disease in his hometown.

“Kia Canada is committed to driving positive change in our communities and are thrilled to have the opportunity to reward two young Canadians for their charitable efforts,” said Ted Lancaster, Vice President and Chief Operating Officer, Kia Canada Inc. “We’re proud to be associated with The David Hearn Foundation and can’t wait to see the winners in Brantford this July.”

The David Hearn Foundation Kia Grant application is now open for entries and will close on Friday, June 30, 2017 at 11:59pm EST. Applications will be evaluated based on the following criteria:

* Community commitment / volunteerism
* Essay listing why their local Alzheimer Society chapter should receive the funds
* Junior golf participation

**Click**[**HERE**](https://docs.google.com/forms/d/e/1FAIpQLSdbEEoZuZguFcujCrWHoaoZB4yqUPPqM_nUD2u2uvwJaPkocw/viewform?usp=sf_link)**for The David Hearn Foundation Kia Grant - 2017 Application Form**

**ABOUT THE DAVID HEARN FOUNDATION**

Founded in 2015, The David Hearn Foundation’s central focus is to support the Alzheimer Society of Canada in reducing the personal and social impacts of the disease by raising funds to provide individuals and families with needed programs and services. Through its partnership, the Foundation will aim to increase awareness, improve care for those in need and enhance the quality of life for those affected by the disease, while also empowering Canadians to take action and create positive change.

Learn more about The David Hearn Foundation at [www.DavidHearn.ca](http://www.davidhearn.ca/)

Follow David Hearn on Twitter: [@HearnDavid](https://twitter.com/HearnDavid)

Follow The David Hearn Foundation on Twitter: [@hearnfoundation](https://twitter.com/hearnfoundation)

Follow The David Hearn Foundation on Facebook: [The David Hearn Foundation](https://www.facebook.com/thedavidhearnfoundation/?ref=nf)

**ABOUT KIA CANADA**

Kia Canada Inc. ([www.kia.ca](http://www.kia.ca/) – [www.facebook.com/kiacanada](http://www.facebook.com/kiacanada)), a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) which was founded in 1999 and sells and services high quality, class leading vehicles like the Soul, Forte, Optima and Sorento through a network of 189 dealers nationwide. Kia Canada Inc. employs 154 people in its Mississauga, Ontario headquarters and four regional offices across Canada, including a state-of-the-art facility in Montreal. Kia’s brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.

For more information about Kia Canada and our products, please visit our Media Centre at [KiaMedia.ca](http://kiamedia.ca/)

Follow KIA on Twitter: [@KiaCanada](https://twitter.com/KiaCanada?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

**FOR MORE INFORMATION PLEASE CONTACT:**

Mark James, Corporate Communications Manager

Kia Canada Inc.

T: (905) 755-6251

C: (416) 660-3568

E: mjames@kia.ca

**TO ARRANGE INTERVIEWS WITH DAVID HEARN, PLEASE CONTACT:**

McKenzie Clarke, Senior Manager

SportBox Entertainment Group

C: (647) 468-3500

E: mclarke@sportboxgroup.com