



**LORENA OCHOA<sup>®</sup>**  
**GOLF FOUNDATION**

*The Mission of the Lorena Ochoa Golf Foundation is  
to provide opportunity for children and adults with  
family based health, education and inclusion  
programs delivered through family golf activities.*



# Lorena Ochoa

Legendary golfer and cultural icon Lorena Ochoa is beginning the next chapter of her life. Lorena is one of those rare and special people who transcend her reach as a sport star and influences lives and culture as a humanitarian icon.

Lorena Ochoa was born in Guadalajara, México in 1981. She started playing golf at the age of five, won her first state event at the age of six and her first national event when she was seven. She won five consecutive titles at the Junior World Golf Championships and competed in more than 60 tournaments throughout Mexico as a child.

In 2000 Lorena enrolled at the University of Arizona. She won the NCAA Player of the Year Award in 2001 and 2002. She set an NCAA record with seven consecutive wins in her first seven events and set and the NCAA single-season scoring average record. Mexican President Vicente Fox awarded Ochoa with the National Sports Award in 2001. Ochoa is the youngest recipient of the award in its history and the only golfer to receive it.

Lorena won 27 LPGA tournaments including two majors during her LPGA career. In 2008 Forbes recognized her in the top 100 list of Most Influential People on Earth and TIME Magazine also listed her in the top 100 Most Important People on Earth. She has been named Best Athlete, Player of the Year and Woman of the Year by organizations such as Fox Sports, EFE, Glamour Magazine, The Associated Press and ESPYS.

Lorena also competed in track, tennis, basketball and swimming events when she was younger and has climbed two mountains in her lifetime. Lorena was the Rolex #1 Player in the World for three consecutive years and was the Rolex Player of the Year for four consecutive years when she retired from fulltime competitive golf in 2010.

Her fulltime LPGA career behind her, Lorena is taking on her next mission; The Lorena Ochoa Golf Foundation.

Lorena believes her spectacular accomplishments and, even more important, her health and happiness are a direct result of having a full and balanced childhood. Through the Lorena Ochoa Golf Foundation (LOGF) Lorena will share the life lessons of health, education and family values she learned as a young girl growing up in Guadalajara, Mexico.



# **Building a Better Life Through Golf**

Golf provides a fun and healthy environment for the entire family. A sport of a lifetime, there is no sport that better promotes interaction of generations and offers the learning opportunities that go along with this. The lessons learned in becoming a golfer are the same as those needed to achieve success in life.

Golf teaches honesty, integrity, sportsmanship and the value of hard work. Within this learning environment families will learn a path to a healthy life and a better education.



**PGA**<sup>TM</sup>

# Why is LOGF Needed?

**Table 1. Overweight, obesity, and healthy weight among persons 20 years of age and over, by selected characteristics: United States, 1976-1980 and 2003-2006**

(Data are based on measured height and weight of a sample of the civilian non-institutionalized population)

AGE, SEX, AND HISPANIC ORIGIN <sup>1</sup>	OVERWEIGHT (INCLUDES OBESITY) <sup>2</sup>		OBESITY <sup>3</sup>	
	20-74 YEARS, AGE-ADJUSTED <sup>4</sup>			
	1976-1980 <sup>5</sup>	2003-2006	1976-1980 <sup>5</sup>	2003-2006
<b>PERCENT OF POPULATION</b>				
General Population (Both sexes) <sup>5</sup>	47.4	66.9	15.1	34.1
Male	52.9	72.6	12.8	33.1
Female	42.0	61.2	17.1	35.2
Mexican male	61.6	77.3	15.7	30.4
Mexican female	61.7	74.4	26.6	42.6

<sup>1</sup>Persons of Mexican origin may be of any race. Starting with 1999 data, race-specific estimates are tabulated according to the 1997 Revisions to the Standards for the Classification of See Appendix II, Hispanic origin; Race.

greater than or equal to 25 kilograms/meter<sup>2</sup>. See Appendix II, Body mass index.

<sup>2</sup>Data for Mexicans are for 1982-1984. See Appendix I, National Health and Nutrition Examination Survey (NHANES).

<sup>3</sup>Age-adjusted to the 2000 standard population using five age groups: 20-34 years, 35-44 years, 45-54 years, 55-64 years, and 65 years and over (65-74 years for estimates for 20-74 years).

Age-adjusted estimates in this table may differ from other age-adjusted estimates based on the same data and presented elsewhere if different age groups are used in the adjustment procedure. See Appendix II, Age adjustment.

<sup>4</sup>Includes persons of all races and Hispanic origins.

greater than or equal to 30 kilograms/meter<sup>2</sup>.

**Table 2. Overweight among children and adolescents 6-19 years of age, by selected characteristics: United States, 1976-1980 and 2003-2006**

(Data are based on physical examinations of a sample of the civilian non-institutionalized population)

AGE, SEX, HISPANIC ORIGIN <sup>1</sup>	1976-1980 <sup>2</sup>	2003-2006
6-11 YEARS OF AGE	PERCENT OF POPULATION	
Both sexes <sup>3</sup>	6.5	17.0
Boys	6.6	18.0
Mexican-American	13.3	27.5
Girls	6.4	15.8
Mexican-American	9.8	19.7
12-19 YEARS OF AGE		
Both sexes <sup>3</sup>	5.0	17.6
Boys	4.8	18.2
Mexican-American	7.7	22.1
Girls	5.3	16.8
Mexican-American	8.8	19.9

<sup>1</sup>Persons of Mexican origin. Starting with 1999 data, race-specific data are tabulated according to 1997 Standards for Classification of Federal data on Race and Ethnicity and are not strictly comparable with estimates for earlier years. may be of any race

<sup>2</sup>Data for Mexicans are for 1982-1984. See Appendix I, National Health and Nutrition Examination Survey (NHANES).

<sup>3</sup>Includes persons of all races and Hispanic origins.

**NOTES:** Overweight is defined as body mass index (BMI) at or above the sex- and age-specific 95th percentile BMI cutoff. Age is at time of examination at the mobile examination center.

**SOURCES:** CDC/NCHS, National Health and Nutrition Examination Survey, Hispanic Health and Nutrition Examination Survey, Health, United States, 2009.

# The Economic Impact of Obesity

STATE	TOTAL POPULATION (%)	(MILLIONS \$)	MEDICARE POPULATION (%)	(MILLIONS \$)	MEDICAID POPULATION (%)	(MILLIONS \$)
Alabama	6.3	\$1320	7.7	\$341	9.9	\$269
Alaska	6.7	\$195	7.7	\$17	8.2	\$29
Arizona	4.0	\$752	3.9	\$154	13.5*	\$242
Arkansas	6.0	\$663	7.0	\$171	11.5	\$180
California	5.5	\$7675	6.1	\$1738	10.0	\$1713
Colorado	5.1	\$874	5.1	\$139	8.7	\$158
Connecticut	4.3	\$856	6.5	\$246	11.0	\$419
Delaware	5.1	\$207	9.8	\$57	13.8	\$66
District of Columbia	6.7	\$372	6.5	\$64	12.5	\$114
Florida	5.1	\$3987	6.1	\$1290	11.6	\$900
Georgia	6.0	\$2133	7.1	\$405	10.1	\$385
Hawaii	4.9	\$290	4.8	\$30	11.2	\$90
Idaho	5.3	\$227	5.6	\$40	12.0	\$69
Illinois	6.1	\$3439	7.8	\$805	12.3	\$1045
Indiana	6.0	\$1637	7.2	\$379	15.7	\$522
Iowa	6.0	\$783	7.5	\$165	9.4	\$198
Kansas	5.5	\$657	6.4	\$138	10.2*	\$143
Kentucky	6.2	\$1163	7.5	\$270	11.4	\$340
Louisiana	6.4	\$1373	7.4	\$402	12.9	\$525
Maine	5.6	\$357	5.7	\$66	10.7	\$137
Maryland	6.0	\$1533	7.7	\$368	12.9	\$391
Massachusetts	4.7	\$1822	5.6	\$446	7.8	\$618
Michigan	6.5	\$2931	7.8	\$748	13.2	\$882
Minnesota	5.0	\$1307	6.6	\$227	8.6	\$325
Mississippi	6.5	\$757	8.1	\$225	11.6	\$221
Missouri	6.1	\$1656	7.1	\$413	11.9	\$454
Montana	4.9	\$175	6.2	\$41	9.8	\$48
Nebraska	5.8	\$454	7.0	\$94	10.3	\$114

STATE	TOTAL POPULATION (%)	(MILLIONS \$)	MEDICARE POPULATION (%)	(MILLIONS \$)	MEDICAID POPULATION (%)	(MILLIONS \$)
Nevada	4.8	\$337	5.0	\$74	10.1*	\$56
New Hampshire	5.0	\$302	5.4	\$46	8.6*	\$79
New Jersey	5.5	\$2342	7.1	\$591	9.8	\$630
New Mexico	4.8	\$324	4.6	\$51	8.5	\$84
New York	5.5	\$6080	6.7	\$1301	9.5	\$3539
North Carolina	6.0	\$2138	7.0	\$448	11.5	\$662
North Dakota	6.1	\$209	7.7	\$45	11.7	\$55
Oklahoma	6.0	\$854	7.0	\$227	9.9	\$163
Ohio	6.1	\$3304	7.7	\$839	10.3	\$914
Oregon	5.7	\$781	6.0	\$145	8.8	\$180
Pennsylvania	6.2	\$4138	7.4	\$1187	11.6	\$1219
Puerto Rico	7.4		8.1		10.1	
Rhode Island	5.2	\$305	6.5	\$83	7.7	\$89
South Carolina	6.2	\$1060	7.7	\$242	10.6	\$285
South Dakota	5.3	\$195	5.9	\$56	9.9	\$45
Tennessee	6.4	\$1840	7.6	\$433	10.5	\$488
Texas	6.1	\$5340	6.8	\$1209	11.8	\$1177
Utah	5.2	\$393	5.8	\$62	9.0	\$71
Vermont	5.3	\$141	6.9	\$29	8.6	\$40
Virginia	5.7	\$1641	6.7	\$320	13.1	\$374
Washington	5.4	\$1350	6.0	\$236	9.9	\$365
West Virginia	6.4	\$588	7.3	\$140	11.4	\$187
Wisconsin	5.8	\$1486	7.7	\$306	9.1	\$320
Wyoming	4.9	\$87	5.9	\$15	8.5	\$23
Total	5.7	\$75,051	6.8	\$17,701	10.6	\$21,329

SOURCES: Finkelstein, Fiebelkorn, and Wang, 2004. Notes: In addition, these state-estimated data are limited to direct medical costs, and not indirect costs (example: absenteeism and decreased productivity) attributed to obesity. The medical expenditures for Medicaid and Medicare were not reported for the Commonwealth of Puerto Rico on this table.

# Digital Divide vs. Digital Inclusion

It has been roughly a decade since the term “Digital Divide” was first introduced into national public policy discourse as an issue that materially affects social, cultural and economic well-being of the United States. The Digital Divide denotes the gap between information technology haves and have-nots. In those early years of the information age, experts in both the public and private sectors questioned the impact of this divide on society—what would happen to those left out of digital life—the have-nots?

Since then, access to information technology has become a socio-economic given. Yet, little progress has truly been made in making technology accessible to everyone. It is a fact that those who have online access and are digitally literate are more likely to be economically secure and less at risk than those who do not.

(From Power Up: The Campaign for Digital Inclusion)

# Who's Connected?

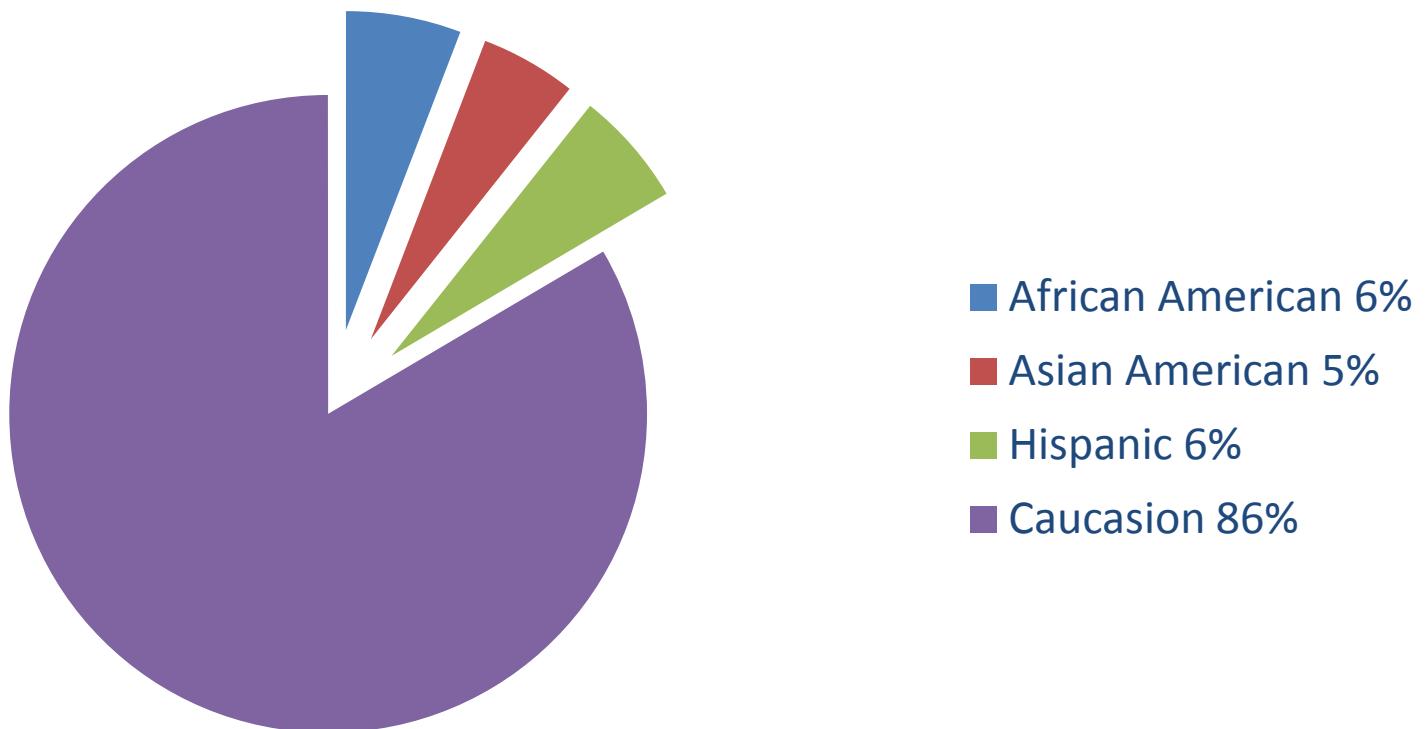
Nationally, 68% of Americans have access to and make regular use of the Internet, according to the most recent report from the Pew Internet & American Life Project, a respected and independent research organization. This is a remarkable penetration when one considers that the information age is less than two decades old. However, a closer look at this figure reveals that access and use of the Internet is not evenly distributed throughout society, and that specific segments of the population are effectively left out. For instance:

- 57% of African Americans are online
- 38% of Americans with disabilities are connected
- 37% of Hispanics have access
- 29% of people who have not graduated from high school are connected
- 26% of people who are over age 60 are online

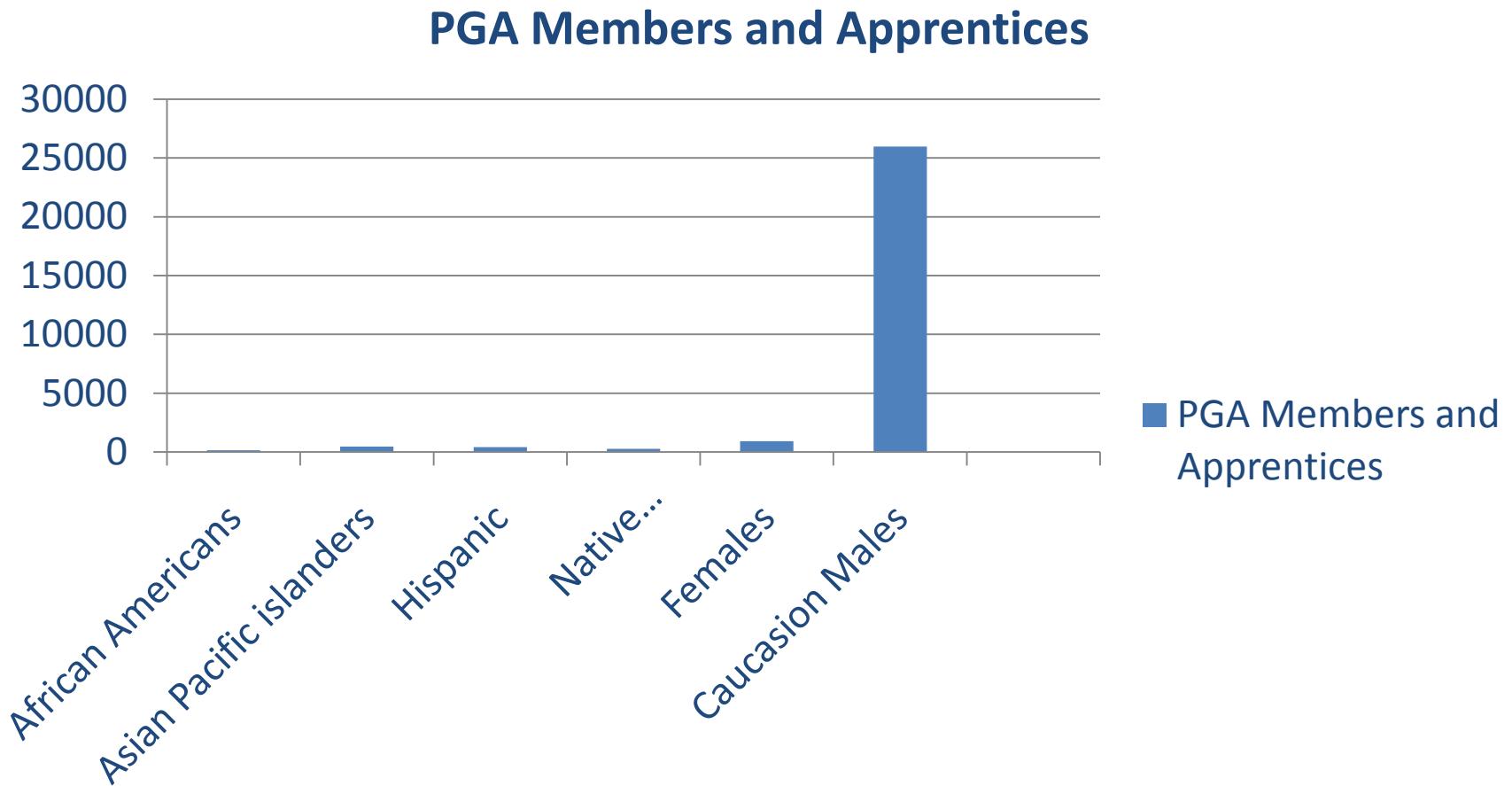
While the numbers underscore who is left out, they fail to describe the complexity of the problem. Each of these groups, each individual, experiences different levels of exclusion and its consequences as a result of being disconnected.

# Diversity in Golf

Golfers



# Diversity in Golf



# How Will We Do It?



PGA™



Lorena Ochoa's  
Neighborhood GOLF



**PGA**

Southern California Section

# How Will We do It?

Lorena Ochoa's Neighborhood Golf is a mobile golf experience used to bring the game to thousands of people who may not otherwise ever have the opportunity to play golf. This program will travel to places where you would not expect to get a golf experience such as Chivas Stadium, Museum of Latin American Art, youth soccer tournaments, schools and community street fairs.

At these public events golf will be professionally introduced to families by PGA and LPGA golf professionals. We are proud to say we are an Official Partner of the PGA of America.

# How Will We Do It?

The thousands of people we touch at these public venues will be invited and welcomed to our Lorena Ochoa Golf Foundation partner golf courses where they will enjoy golf, fitness and education programs designed for the entire extended family. This is where the real work of the foundation begins.

Golf provides a fun and healthy environment for the entire family. A sport of a lifetime, there is no sport that better promotes interaction of generations and offers the healthy learning opportunities that go along with this. What other sport can children play side by side with their parents, grandparents and even great grandparents? Building a strong family bond is a goal of LOGF and an important part of a happy and healthy life.



Lorena Ochoa's  
Neighborhood GOLF



**PGA**  
Southern California Section

# Thank you for teeing it up with us!



**PGA**™