**Seventh Annual LPGA Kia ClassiC returns to Aviara Golf CluB MARCH 24-27**

***Family Friendly Tournament Offers Fun Activities for Fans of All Ages; Admission is Free for Active Military Members and Their Families and Children Under 17***

* 144 of the world’s best players – including defending champion Cristie Kerr – will compete for the $1.7 million purse with the winner driving off with a Kia K900 luxury sedan
* A portion of ticket proceeds will be donated to Hire Heroes USA, a national non-profit organization that helps military veterans transition to the civilian workforce

**IRVINE, Calif., March 22, 2016** – The annual LPGA Kia Classic tournament returns to the Park Hyatt Aviara Resort in Carlsbad, California, this week, offering fans of all ages an up-close and personal experience with 144 of the top players in the world as they vie for a share of the $1.7 million purse. Now in its seventh year, the Kia Classic places an emphasis on family friendly activities such as scavenger hunts and player autograph sessions, and has also designated Hire Heroes USA as the tournament’s first-ever official charity partner.

“The Kia Classic has developed a reputation for attracting one of the most competitive fields in women’s golf, and this year is no different,” said Tim Chaney, vice president of marketing communications, Kia Motors America. “As a member of the Southern California community, we are honored to share this event with golf fans throughout the region, and very proud of the tournament’s focus on recognizing and giving back to the brave men and women who have elected to serve our country.”

In addition to a portion of ticket proceeds being donated to Hire Heroes USA, a national non-profit organization that helps military veterans find civilian jobs, active duty military members and their families (with ID) will receive complimentary admission to the Kia Classic all week. There will also be a special Military Appreciation Day on Friday, March 25. Representatives from Hire Heroes USA will be on-hand throughout the tournament to provide information about the services the organization offers and how to get involved.

Throughout the tournament, a fleet of Kia vehicles will transport players and fans around the Park Hyatt Aviara Resort grounds, and the winner of the Kia Classic will walk away with a brand-new K900 luxury sedan – the Official Vehicle of the LPGA. And several of Kia’s award-winning models will be on display throughout the course, which overlooks the Batiquitos Lagoon.

Coverage of the LPGA Kia Classic will air on the Golf Channel, and fans will be able to watch highlights of the tournament played on the challenging par-72 course. Check local listings for full coverage details.

For the complete list of special events, please visit [www.KiaClassic.com](http://www.KiaClassic.com).

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and set an all-time annual sales record in 2015, surpassing the 600,000 unit mark for the first time in company history. KMA offers a complete line of vehicles, including the rear-drive K900[[1]](#endnote-1) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[2]](#endnote-2), Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts and the Sedona minivan, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 15,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

**About Hire Heroes USA**

Headquartered just north of Atlanta, GA, with six additional branch offices nationwide, including in San Diego and Los Angeles, Hire Heroes USA is recognized as a best-in-class veteran service organization by the Call of Duty Endowment, the George W. Bush Institute, and the USO. A 501 (c)(3) non-profit, Hire Heroes USA is dedicated to empowering military members, veterans and spouses to succeed in the civilian workforce. For more information about our mission, services, and how to get involved, visit [www.hireheroesusa.org](http://www.hireheroesusa.org/), and follow us on Facebook, Twitter and LinkedIn.

**\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts**

**About LPGA (Ladies Professional Golf Association)**

The LPGA is the world’s leading professional golf organization for women. Founded in 1950,

the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries.  With a Vision to inspire, empower, educate and entertain by showcasing the very best of women’s golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management.  The Symetra Tour – Road to the LPGA serves as the official developmental tour of the LPGA, consistently producing a pipeline of talent ready for the world stage.  The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: www.LPGA.com, www.facebook.com/lpga.official, www.twitter.com/lpga, and www.youtube.com/lpgavideo.

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1. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)
2. Soul EV in select markets with limited availability. [↑](#endnote-ref-2)