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## LILLY PULITZER & HONDA CLASSIC CARES LAUNCH A NEW PRINT WITH PURPOSE TO BENEFIT NICKLAUS CHILDREN'S HEALTH CARE FOUNDATION IN SUPPORT OF NICKLAUS CHILDREN'S HOSPITAL

February 5, 2021 – Honda Classic Cares is excited to announce they are teaming up with Lilly Pulitzer for the third year in a row to bring to fans of both entities a new Print with Purpose that will benefit the Nicklaus Children's Health Care

Foundation in support of Nicklaus Children's Hospital.

The new Print with Purpose designs can be purchased at participating Florida-area Lilly Pulitzer stores in Palm Beach Gardens, Worth Avenue, Town Center at Boca Raton, Las Olas Boulevard or online at [lilypulitzer.com/print/story/honda-classic.html](https://lilypulitzer.com/print/story/honda-classic.html).



Lilly Pulitzer once said, "if you haven't any charity in your heart, then you have the worst kind of heart trouble." The Lilly Pulitzer brand proudly carries on her legacy and the brand's tradition of giving through their Print with Purpose. The Honda Classic Cares design, which highlights golf imagery, will be the first Print with Purpose of 2021 for Lilly Pulitzer.

"We are so grateful for the continued support from Honda Classic Cares and extend a heartfelt thanks to our friends at Lilly Pulitzer for utilizing their brand in support of pediatric health care. We are honored that the 2021 Print with Purpose will benefit our Foundation in support of Nicklaus Children's Hospital. Together, we share a mission to inspire hope and promote lifelong health by providing the best care to all children," said Barbara Nicklaus, Co-Founder and Chairman of the Nicklaus Children's Health Care Foundation. "The Honda Classic is staged to bring charity dollars back into the community through their Honda Classic Cares initiative and this relationship is an example of that mission."

Lilly Pulitzer has long been a supporter of The Honda Classic, a golf tournament that brings the world's best PGA TOUR players to Palm Beach County, and Honda Classic Cares, the charitable arm of the tournament. In 2020, The Honda Classic awarded a record-shattering \$5.35 million to 103 South Florida philanthropic organizations, the 14th consecutive year that the PGA TOUR event has been able to increase its impact on the lives of local children and their families.

"We are proud to launch our first Print with Purpose of 2021

with Honda Classic Cares benefitting the Nicklaus Children's Health Care Foundation in support of Nicklaus Children's Hospital. So much has changed in the past year and what has remained true is the incredible impact that Honda Classic Cares makes in this community and we are proud to be part of it," said Michelle Kelly, CEO of Lilly Pulitzer. "We are excited to welcome the Nicklaus Children's Health Care Foundation into this Print with Purpose and admire their commitment to providing the best care to all children."

"This print from Lilly Pulitzer just enhances our tournament experience here at The Honda Classic, and we are grateful for this relationship which has developed to bring new and exciting engagements to the fans," said Honda Classic Executive Director Kenneth R. Kennerly. "As we head into the 40th year of this tournament with American Honda, the longest-standing sponsor on the PGA TOUR, the support from sponsors, the community, volunteers and the players who embrace our event continue to allow us to expand our charitable reach each year."

The Honda Classic has now surpassed \$50 million in charitable contributions including almost \$35 million in the 14 years since Children's Healthcare Charity, Inc. became the host organization and moved the event to PGA National Resort and Spa. The \$5.35 million is up from the \$5.1 million distributed in 2019 and is impacting more than 91,000 children and their families this year in Palm Beach County. The Honda Classic Cares mission of giving back to the children of the community is reflected by more than 80% of all distributed funds being allocated to improving pediatric services.

To show its support for The Honda Classic's designated main beneficiary, the Nicklaus Children's Health Care Foundation as part of this Print with Purpose, Lilly Pulitzer will be making a flat donation of \$35,000. These proceeds will help support the patients of South Florida's only freestanding pediatric hospital, Nicklaus Children's Hospital.

"We are grateful to Honda Classic Cares, Lilly Pulitzer and Nicklaus Children's Health Care Foundation for supporting the

patients and families of Nicklaus Children's Hospital through this partnership," said Matthew A. Love, President and CEO of Nicklaus Children's Health System.

"We couldn't do our work without the support of generous people across our community who are passionate about helping children. Thank you for standing with us as we work to promote lifelong health and happiness for every child."

#### ABOUT LILLY PULITZER

Lilly Pulitzer speaks to generations of rule-breaking, sun-followers who celebrate the spontaneous bohemian spirit of Lilly Pulitzer. The company's effortless fashions are truly born from an original. It all happened by accident, when in 1959-ish Lilly (McKim) Pulitzer—a stylish Palm Beach hostess and socialite whose husband Peter Pulitzer owned several Florida citrus groves—needed a project of her own. With Peter's produce, she opened a juice stand on Via Mizner, just off Worth Avenue in Palm Beach. Lilly Pulitzer's business was a hit, but squeezing oranges, lemons, limes, and pink grapefruit made a mess of her clothes. Realizing that she needed a juice stand uniform, Lilly asked her dressmaker to design a dress that would camouflage the stains. The result? A comfortable sleeveless shift dress made of bright, colorful printed cotton in pink, green, yellow and orange. Although her customers liked Lilly's juice, they loved her shift dresses. Soon Lilly was selling more shift dresses than juice, so she decided to stop squeezing and focus on designing and selling her "Lillys." Lilly Pulitzer became a fashion sensation and a creator of authentic American resort wear as we know it. The brand recently celebrated its 60th anniversary and continues to create authentic printed styles straight from the in-house print design studio.

#### ABOUT THE HONDA CLASSIC AND HONDA CLASSIC CARES

The Honda Classic, which is South Florida's premier sporting event, has now surpassed \$50 million in charitable contributions as American Honda approaches its 40th year as

title sponsor of the PGA TOUR event, including almost \$35 million in the 14 years since Children's Healthcare Charity, Inc. became the host organization and moved the event to PGA National Resort and Spa. Through our primary beneficiary, Nicklaus Children's Health Care Foundation, we are able to support initiatives that advance and enhance the diagnosis, treatment and prevention of childhood diseases and disorders, as well as other not-for-profit programs and projects aimed at pediatric health care and health-related services. For more information please visit, <https://thehondaclassic.com> and or <https://hondaclassiccares.org/>

#### ABOUT NICKLAUS CHILDREN'S HOSPITAL

Founded in 1950 by Variety Clubs International, Nicklaus Children's Hospital is South Florida's only licensed specialty hospital exclusively for children, with nearly 800 attending physicians and more than 475 pediatric subspecialists. The 309-bed hospital, known as Miami Children's Hospital from 1983 through 2014, is renowned for excellence in all aspects of pediatric medicine with many specialty programs routinely ranked among the best in the nation by U.S. News & World Report since 2008. The hospital is also home to the largest pediatric teaching program in the southeastern United States and has been designated an American Nurses Credentialing Center (ANCC) Magnet facility, the nursing profession's most prestigious institutional honor. For more information, please visit [www.nicklauschildrens.org](http://www.nicklauschildrens.org).

#### ABOUT NICKLAUS CHILDREN'S HEALTH CARE FOUNDATION

Jack and Barbara Nicklaus founded the Nicklaus Children's Health Care Foundation in 2004, in an effort to provide families access to world-class pediatric health care in their own communities. Collaborating with Nicklaus Children's Hospital and pediatric hospitals across the country, the Foundation has made a tremendous impact by supporting innovative programs focused on the diagnosis, treatment and prevention of childhood illnesses. For more information, visit [www.nchcf.org](http://www.nchcf.org).

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Phone : [561-368-6950](tel:561-368-6950)

Fax : [561-368-6978](tel:561-368-6978)

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