



Get Golf Ready Program Exceeds Year One Facility Participation Goals

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St. Augustine, Florida (July 24, 2009) - The newest golf industry player-development program, *Get Golf Ready in 5 Days*, has exceeded its target number of host facilities in the initial year of the program. Nearly 1,100 facilities are certified to host the program, surpassing the target goal of 700 host facilities for 2009, and more than 2,260 *Get Golf Ready* events have been posted on line. Aimed at bringing adults into the game in a fast, fun and affordable way, *Get Golf Ready*, Play Golf America's 2009 featured program, seeks to introduce the game to thousands of golfers in the first year.

Targeting adults who have limited or no experience with the game of golf, *Get Golf Ready* is comprised of a series of five introductory lessons offered by PGA/LPGA Professionals in a small-group environment at prices ranging from approximately \$99 to \$149 (varies by facility). The program provides basic skills instruction as well as information regarding the background of the game's rules, etiquette and values. Significant on-course learning opportunities are a part of each lesson. Overall, participants gain insight into techniques regarding chipping, putting, full swing, half swing and bunker play as well as the fundamental guidelines regarding the use and maintenance of golf equipment, keeping score and navigating the course, among others. Following the completion of the five-session program, a smooth transition into other *Get Golf Ready* graduate outings, such as the free and low-cost programs offered by Play Golf America (PlayGolfAmerica.com), will be provided.

"We are pleased with the enthusiasm and support *Get Golf Ready* has generated within the golf industry," said Steve Mona, CEO of World Golf Foundation. "Many facilities have already exceeded their first year goal of 50 students."

One of the facilities that has exceeded its goal is East Potomac-Hains Point Golf Course in Washington D.C., where 520 students have participated in the *Get Golf Ready* program since the first class was held in April.

"We believed that this program would take off like a rocket here in the nation's capital as soon as we heard about the program last November at the Golf 20/20 Conference," Kimberly Thomas, Golf Course Specialists, Vice-President & Director of Golf Services said.

"We are not only impressed with the instant popularity of this new industry initiative, but we are also extremely excited about our *Get Golf Ready* retention offerings, such as student outings and a variety of post *Get Golf Ready* group classes at the \$99 price point," Thomas added. "Our instruction team has been overwhelmed with the positive feedback from their students and the enthusiastic student response has energized our entire golf services team."

Get Golf Ready (GetGolfReady.com), the newest Play Golf America program, was announced in November 2008 as part of the World Golf Foundation's GOLF 20/20 initiative. Currently in its inaugural year, the program is benefiting from unprecedented support and collaboration from the entire golf industry, including the World Golf Foundation, The PGA of America and other leading national and state golf associations, organizations, manufacturers, media and companies.

"It's exciting to see how the industry is embracing this new player development program," said Michael Hughes, CEO of the National Golf Course Owners Association. "It's clear from the strong response we're seeing from owners and professionals that *Get Golf Ready* addresses the need to bring adults into the game in an easy and enjoyable manner."

The World Golf Foundation is providing a one-time \$1,000 stipend to each qualifying certified facility as an incentive to deliver a branded experience and education, while helping to offset the program's start-up and promotional costs. More than **\$2.5 million** has been committed by a broad cross-section of the industry toward the funding of the facility stipends.

The 2009 *Get Golf Ready* host sites are geographically dispersed throughout the country. However, there are six metro target markets for a greater concentration of participating facilities, including Boston, Chicago, Dallas, Portland, San Francisco and Washington, D.C. In each of these six regions, at least 10 facilities are certified to offer *Get Golf Ready*.

About World Golf Foundation

The World Golf Foundation develops and supports initiatives that positively impact lives through the game of golf and its traditional values. The Foundation, which was founded in 1993 and is supported by major international golf organizations and professional Tours, provides oversight to World Golf Hall of Fame, The First Tee, GOLF 20/20 and other industry initiatives in support of its mission.

About Play Golf America:

Play Golf America, designed to increase participation among new and occasional adult golfers, was developed by The PGA of America, with the support of Allied Associations including: the LPGA, National Golf Course Owners Association, PGA Tour, USGA and others involved in the annual GOLF 20/20 Conference. The program utilizes the PlayGolfAmerica.com Web site to serve as a link for consumers to access fun, affordable and informative programs in their area.

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• Get Golf Ready Best Practices follow •



Get Golf Ready Program Best Practices

Nearly 1,100 facilities are certified to host Get Golf Ready in 5 Days in its initial year of the program, surpassing the target goal of 700 host facilities for 2009. Below are some examples of *Get Golf Ready* programs in the six target markets, including Boston, Chicago, Dallas, Portland, San Francisco and Washington, D.C.

Visit GetGolfReady.com to find facilities offering *Get Golf Ready* programs.

East Potomac Golf Course

Washington, DC (Washington D.C. market)

Coordinator: Tim Krebs, PGA

- 520 Students in 75 sessions to date
- \$99 for Get Golf Ready – six group lesson session
- 100 percent of graduates have come back to play
- Package includes \$20 range pass for golf balls, complimentary round on a par-3 course and complimentary additional hour on the range (\$12 value). Promotes on Craig's List, Play Golf America.com, facility Web site and weekly e-blasts and all consumers from the previous four years.

Falls Road Golf Course

Potomac, MD (Washington D.C. market)

Coordinator: Jon LeSage, PGA

- 40 Students in six sessions to date
- \$99 for Get Golf Ready – five group lesson session
- 70 percent of graduates have come back to play
- Success of Get Golf Ready has been the pricing structure

Los Lagos Golf Course

San Jose, CA (San Francisco market)

Coordinator: Scot Hathaway, PGA

- 24 Students in six sessions to date (several more planned)
- \$99 for Get Golf Ready – five group lesson session
- 75 percent of graduates have come back to play
- Hosts program in three levels – first level is Get Golf Ready five sessions followed by Graduate outings and on course experience is monitored by experienced golfers/teachers; second level is four sessions for 2 hours each with more time spent on the course; third level is four sessions on the course working on trouble shots. .

OGA Golf Course

Woodburn, OR (Portland market)

Coordinator: Brian Weaver, PGA

- 25 Students in four sessions to date (several more planned)
- \$59 for Get Golf Ready – five group lesson session
- 80 percent of graduates have come back to play
- E-mailed prospective students via database about the program and again once they registered.

Robert T. Lynch Municipal Golf Course

Brookline, MA (Boston market)

Coordinator: Brian Bain, PGA

- 57 Students in three sessions to date
- \$129 for Get Golf Ready – five group lesson session
- 50 percent of graduates have come back to play

Stone Creek Golf Club

Oregon City, OR (Portland market)

Coordinator: Ted Westling, PGA

- 26 students in five sessions to date
- \$99 for Get Golf Ready – five group lesson session
- 75 percent of graduates have come back to play
- Displays information in clubhouse and surrounding areas as well as Play Golf America Web site. Offers golf for \$5 on Mondays after 6 pm (depending on daylight and schedule at course.)

The Golf Club at Twin Creeks

Allen, TX (Dallas/Fort Worth market)

Coordinator: Rich Richeson, PGA

- 33 students to date (with registration for Fall sessions projected to reach 100)
- \$99 for Get Golf Ready – five group lesson session
- 90 percent of graduates have come back to play
- Get Golf Ready has generated 150 rounds to date
- Has used course signage, point of purchase materials, facility e-mail database, corporate contacts and word-of-mouth from prior students.

Village Greens Golf Course

Woodridge, IL (Chicago market)

Coordinator: Brandon Evans, PGA

- 55 students to date
- 76 percent of graduates have come back to play
- 147 Get Golf Ready "outing" rounds have been generated as part of his program, plus students coming back to play on their own
- Village Greens uses golfers from its existing Women's Leagues to serve as mentors in the outings, plus they promote how much fun their leagues are for players

Z-Boaz Golf Course

Fort Worth, TX (Dallas/Fort Worth market)

Coordinator: Sam Maraffi, PGA

- 20 students to date
- \$99 for Get Golf Ready – five group lesson session
- 100 percent of graduates have come back to play
- Gives a "gift" during each of the five sessions including rule book, golf balls, etc., plus last session students received passes for four free greens fees