



PGA

Northern California Section



NEW INDUSTRY INITIATIVE GET GOLF READY PROVIDES FUN, FAST AND AFFORDABLE LESSONS

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By Staff Writer

SAN FRANCISCO - The San Francisco/Oakland area has been selected to be a focus market for Get Golf Ready in 5 Days, a new golf industry player development program aimed at bringing adults into the game in a fast, fun and affordable way.

This new initiative 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). To date, 1,250 facilities have expressed an interest in hosting Get Golf Ready sessions nationwide in 2009, with 960 facilities meeting the program's criteria for hosting the program. San Francisco/Oakland was selected as a focus market and has nearly 20 participating facilities.

"The Get Golf Ready program provides an affordable and rewarding educational experience for those who are interested in learning more about the game of golf," said Nancy Maul, assistant executive director of the Northern California PGA Section. "The program will provide a casual yet structured setting using fun, skill enhancement formats to help participants become comfortable on the links and enable them continue to develop their skills as golfers. We are pleased that our region was selected to serve as a leading focus market for this program."

Targeting the millions of adults who have limited or no experience with the game of golf, this new industry-wide adult player development program's five lessons provide basic skills instruction as well as information regarding the background of the game's rules, etiquette and values. Significant on-course learning opportunities will be a part of each lesson. Overall, participants will 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. Consumers can find Get Golf Ready programs by going to www.GetGolfReady.com and entering their zip code or state.

"Several of the local facilities have already begun offering Get Golf Ready and will continue to do so through the spring and summer months," said Maul. "We will also showcase the program and have information available at the Play Golf America Day at Los Lagos Golf Course in San Jose on May 1."

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 (www.PlayGolfAmerica.com), will be provided.

Get Golf Ready 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.

San Francisco/Oakland Area Participating Facilities:(For the most updated list of participating facilities and confirmed rates, visit GetGolfReady.com)

- Blue Rock Springs Golf Course, Vallejo
- Boundary Oak Golf Course, Walnut Creek
- Callippe Preserve Golf Club, Pleasanton

- Chardonnay Golf Club, Napa Valley
- Crystal Springs Golf Club, Burlingame
- Diablo Creek Golf Course, Concord
- Harding Park Golf Course, San Francisco
- Las Positas Golf Course, Livermore
- Los Lagos Golf Course, San Jose
- Monarch Bay Golf Club, San Leandro
- Oakmont Golf Club, Santa Rosa
- Paradise Valley Golf Course, Fairfield
- Pleasanton Golf Academy, Pleasanton
- Poplar Creek Golf Course, San Mateo
- Pruneridge Golf Club, Santa Clara
- Shoreline Golf Links, Mountain View
- Springtown Golf Course, Livermore

About the Lead Organizations:

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.

Play Golf America , designed to increase participation among new and exiting 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 www.PlayGolfAmerica.com Web site to serve as a link for consumers to access fun, affordable and informative programs in their area.

For more information on the World Golf Foundation, the Get Golf Ready program and Play Golf America programs, please contact:

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