

# Topgolf Celebrates the Women of Football with Friendly Competition Before The Big Game in Houston

Football leaders will gather to honor the contributions of females in all aspects of the game, before facing off in an ATL vs. NE swing-off

HOUSTON, Jan. 30, 2017 /[PRNewswire](#)/ -- Global sports entertainment leader **Topgolf®** will host the second annual "Celebrating Women of Football" event at Topgolf Houston Katy in advance of The Big Game. The star-studded gathering, which will take place from noon to 3 p.m. on Thursday, Feb. 2, will honor women who are making a difference in the world of football, including agents, coaches, trainers, managers, players' wives, brand leaders, sports reporters and team staff, among others.

"I am thrilled to be a part of this event recognizing the women who are boldly standing out in a male-dominated industry," said the event's co-creator, Kelli Masters, founder of sports management agency KMM. "Topgolf is the perfect venue; traditional golf is also considered a predominately male industry, yet Topgolf has made the game fun and accessible to everyone – even non-golfers. We are excited to celebrate the women of football in this unique and exciting sports venue and provide them with an afternoon of camaraderie, games, music, food and drinks."

In addition to networking, the women of football will have the opportunity to compete in an ATL vs. NE swing-off to help predict the winner of The Big Game. To spice up the competition, Topgolf is providing free onsite golf lessons from current and former LPGA and PGA golf professionals, including NBC Sports and Golf Channel Analyst [Mark Rolfing](#), top-rated Houston-area instructors Becca Carey, Betsy Cullen and Deb Vangellow, and Topgolf Director of Business Strategy Jeehae Lee.

"Golf plays a significant role in the business of sports, but it can be an intimidating game to learn, especially for women," said Lee. "We're looking forward to sharing the game of golf with the women of football in the fun, low-pressure environment Topgolf is known for, while mixing in a little friendly competition to see if the women's scores can predict the outcome of The Big Game."

## About Celebrating the Women of Football

Sponsored by Topgolf, Kendra Scott, Callaway and Under Armor, Celebrating the Women of Football is the brainchild of a group of seasoned professional women in the sports business, Kelli Masters, Ashley Kerns and Anya Alvarez. The goal of the event is to highlight women who are breaking boundaries and to allow the men of football to honor the relevant women in their lives, as well as, highlight brands who celebrate dynamic women as part of their brand strategy. The Big Game offers a unique environment to merge the intersection of football and the greater social landscape and this event is designed to create a conversation around the women that are relevant and impactful in professional football. Proceeds from event sponsorships will benefit the Womens' Sports Foundation and the KidSafe Foundation.

## About Topgolf

"Whose ball went farther?" That simple question, asked out of age-old sibling rivalry, motivated twin brothers Steve and Dave Jolliffe to invent the world's first microchipped golf ball. The ball was the genesis for Topgolf games in which players aim for giant dartboard-like targets on an outfield and get instant feedback on the accuracy and distance of their shots. Today, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Topgolf also brings interactive experiences to the community that facilitate shared moments and deep relationships through Topgolf U golf lessons, weekly leagues, The Topgolf Tour competition, KidZone parties, social and corporate team-building events, and the World Golf Tour (WGT) app. Each venue features high-tech, climate-controlled hitting bays for year-round comfort, delicious


food and beverage, live events, music, hundreds of HDTVs and outstanding hospitality. With 31 venues entertaining 12.2 million Guests annually and the world's largest digital golf audience, Topgolf is creating the best times of your life both in-venue and online. To learn more about Topgolf, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).

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