

PGA TOUR, LPGA and Topgolf Growing Golf with Topgolf Junior PLAY

Five Topgolf locations hosted free event for hundreds of junior participants, where Topgolf announced free game play program for charities serving youth

JACKSONVILLE, Fla., March 20, 2017 /[PRNewswire](#)/ -- Kids across the nation are gaining accessibility to the game of golf, thanks to an alliance with [Topgolf®](#), the PGA TOUR and the LPGA. On March 19, junior golfers (ages 6-17) from The First Tee and LPGA-USGA Girls Golf enjoyed an afternoon of free game play, golf instruction, food and beverage at Topgolf venues in Jacksonville, Fla., Gilbert, Ariz., Alpharetta, Ga., Dallas and Denver. At the first annual Junior PLAY event, Topgolf announced it is now offering free game play for charitable organizations committed to youth leadership and mentorship, in addition to any high school golf team.

"The PGA TOUR and LPGA are collaborating with Topgolf on developing initiatives to help grow the game," said Ty Votaw, PGA TOUR Executive Vice President & Chief Marketing Officer. "PGA TOUR Charities is excited to bring LPGA-USGA Girls Golf and The First Tee together to experience a free Topgolf event through Topgolf Junior PLAY. Topgolf is having tremendous success attracting golfers and non-golfers alike by providing a fun, casual atmosphere at its venues. Alongside this event, Topgolf is announcing free game play at Topgolf for charitable organizations committed to youth leadership and mentorship, in addition to any high school golf team. Collectively this speaks to the commitment of our respective organizations to grow our sport."

As part of its Topgolf for Good program, Topgolf announced at the Junior PLAY events that it will now offer free game play to any charitable organization whose purpose is aligned with youth leadership, mentorship and empowerment. Free game play is now available at any Topgolf location in the U.S. Monday through Thursday from 9 a.m. to 5 p.m. Play sessions must be scheduled at least 72 hours in advance and are subject to availability. Sessions can be requested at [Topgolf.com/giving](https://www.topgolf.com/giving).

"Topgolf's innovative and imaginative approach is introducing more people to the game," LPGA Chief Commercial Officer Jon Podany said. "Through these new initiatives that we are working on with the PGA TOUR and Topgolf, we are thrilled to have the opportunity to bring that fun experience to more and more kids, particularly young girls. It can only have further positive benefits to the game of golf."

In 2016, the PGA TOUR, the LPGA and Topgolf [announced a strategic alliance](#) designed to create new fans, participants and enthusiasts and to enhance the playing and fan experiences through event and media initiatives.

"You don't have to play an 18-hole course to enjoy golf," said Topgolf Entertainment Group Co-Chairman and CEO Erik Anderson. "Topgolf is always thinking of how we can help get clubs in the hands of new players, prepare them to transition to green grass and inspire them to enjoy golf in all of its forms, whether that's on TV, a mobile app or a PGA TOUR event. Part of reaching the next generation of golfers means making the sport fun and accessible to everyone."

About Topgolf

Topgolf inspires the connections that bring people together for unforgettable good times. Whether it's a date night, girls' night, family outing, happy hour, work breakfast, lunch hour or any other kind of hour, Topgolf makes socializing a sport – literally. Through the premium experience of Play, Food and Music, 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 10.5 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.

About the LPGA

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 2,300 members representing 30 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 consistently produces 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.

About PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, PGA TOUR Champions, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR China.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 227 countries and territories in 30 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2016, tournaments across all Tours generated a record of more than \$166 million for local and national charitable organizations, bringing the all-time total to \$2.46 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla.


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