

Topgolf Offering Free Golf Lessons on National Golf Day

Topgolf aims to attract new golfers with free lessons on April 26

DALLAS, April 19, 2017 /[PRNewswire](#)/ -- Global sports entertainment leader [Topgolf](#)[®] will celebrate National Golf Day on Wednesday, April 26, by offering complimentary five-minute golf lessons at 27 venues across the United States (excludes Las Vegas).

In partnership with [WE ARE GOLF](#) (WAG), a coalition of the game's leading associations and industry partners, Topgolf aims to attract new fans to the sport by helping people feel more confident in their swing. Any guest who visits a Topgolf venue on April 26 will receive a free, five-minute lesson from a golf professional. Slow-motion video swing analysis through the [Topgolf U](#) instructional program also is available. Last year, Topgolf venues taught 2,251 free lessons on National Golf Day.

"We are proud to celebrate the game on National Golf Day by offering our guests a free and easy way to improve their swing," said Topgolf Entertainment Group Co-Chairman and CEO [Erik Anderson](#). "Thanks to our Topgolf U instructional program, Topgolf is doubling down on our commitment to help grow the game by introducing our guests to the sport in a high-energy, fun and laid-back environment."

In addition to Topgolf's free lessons, WE ARE GOLF will host a National Golf Day launch party on Tuesday evening, April 25, at the Microsoft Innovation & Policy Center in Washington, D.C. Topgolf will serve as a partner, providing giveaways to attendees at the event.

"Topgolf has exhibited great interest in helping the golf industry with its growth of the game efforts, so partnering with them once again for National Golf Day is natural as we celebrate the event's 10th anniversary," said Steve Mona, CEO of World Golf Foundation and administrator of WAG. "In the last decade, the awareness of National Golf Day has grown significantly, and free lessons at Topgolf's venues in major metropolitan areas will help us continue reaching and engaging new audiences."

For National Golf Day's 10th consecutive year, golf industry leaders will meet with members of Congress, the executive branch and federal agencies to discuss golf's nearly \$70 billion economy, \$4 billion annual charitable impact and many environmental and fitness benefits. Throughout the day, participants will share stories about the game's 15,000-plus diverse businesses, impact on nearly two million jobs across America, tax revenue creation, tourism and ecological value.

National Golf Day 2016 included more than 150 Congressional meetings in one day and 429.2 million media

impressions. Globally, the #NGD16 Twitter campaign eclipsed 52.2 million impressions, reached 17.7 million unique accounts and was a trending topic on Twitter.

To join the conversation, visit the WE ARE GOLF [social media hub](#). Use #NGD17, @Topgolf and @wearegolf on Facebook, Twitter and Instagram to show your support for the industry and share why golf is more than a game to you.

About WE ARE GOLF

WE ARE GOLF, created in 2010, is an industry coalition that communicates the economic, charitable and environmental impact of golf, as well as the health and wellness benefits of the game and the affordability and accessibility of golf, to Members of Congress, the Executive Branch and regulatory agencies. The goal of WE ARE GOLF is to ensure that laws and regulations that impact the golf industry are equitable and appropriate to an industry that generates nearly \$70 billion in economic impact annually, impacts close to two million jobs and generates nearly \$4 billion in charitable giving each year.

For more information, please visit www.wearegolf.org.

About Topgolf

Topgolf inspires the connections that bring people together for unforgettable good times. Whether it's a date night, girls' night, 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.

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