

# PGA of America and Topgolf Partner to Advance Career Opportunities in Golf and Grow Interest in the Game

PGA of America will support Topgolf's hiring efforts; Topgolf will promote PGA of America events and support PGA Junior League Golf

DALLAS, Aug. 7, 2017 /[PRNewswire](#)/ -- The PGA of America has entered into a strategic alliance with global sports entertainment leader [Topgolf](#)® to help promote career opportunities for golf industry professionals at Topgolf venues nationwide. In addition, Topgolf will market PGA of America championship events, create unique fan experiences that will grow interest and participation in the sport and promote PGA Junior League Golf.

"Topgolf's fun and entertaining concept is rapidly attracting a new generation of non-traditional players to the game, and we're proud that PGA Professionals are instrumental in this growth," said PGA of America CEO Pete Bevacqua. "In addition to growing the game, Topgolf's exciting expansion represents an outstanding opportunity for PGA Professionals nationwide."

PGA Career Services will promote Topgolf job opportunities to golf industry professionals nationwide. Available positions will include Director of Operations, Director of Instruction, Lead Instructor, Operations Manager, Food & Beverage Manager and more. Topgolf hires approximately 500 associates at each venue it opens, including up to three professional golf instructors.

Local Topgolf venues will co-promote fan engagement opportunities with PGA of America events. Topgolf will assist golf professionals in the promotion of PGA Junior League Golf, which is a fun, social and inclusive opportunity for boys and girls ages 13 and younger to learn and enjoy the game of golf. Topgolf's [Youth Play It Forward](#) program will be made available to all PGA Junior League Golf participants, and PGA Junior League captains can arrange complimentary game play sessions for their teams at Topgolf.

In addition, the PGA and Topgolf will work collaboratively with Reed Exhibitions to develop official PGA Merchandise Show programming. Topgolf Las Vegas will serve as the new venue for the upcoming PGA Demo Experience on Aug. 14, with industry networking, equipment testing, product demonstrations, skills contests and prizes for attendees.

"Topgolf is thrilled to align with the PGA of America," said Topgolf Entertainment Group Co-Chairman and CEO Erik Anderson. "This partnership represents Topgolf's continued commitment to growing the game by helping our guests improve their abilities, while also introducing them to PGA of America events through fun, engaging in-venue experiences."

## **About the PGA of America**

The PGA of America is one of the world's largest sports organizations, with nearly 29,000 PGA Professionals who work daily to grow interest and participation in the game of golf.

For more information about the PGA of America, visit [PGA.org](#), follow @PGAofAmerica on Twitter and find us on Facebook.

## **About PGA Junior League Golf**

PGA Junior League Golf offers boys and girls—ages 13 and under, of all abilities—a fun, social, and inclusive opportunity to learn and play golf in a recreational team setting with their friends. Kids wear numbered jerseys, much like other recreational youth sports, and utilize a popular scramble format for competition that gets all the players involved. PGA and LPGA Professionals serve as Captains, providing kids with expert coaching and instruction. This year, more than 40,000 junior golfers—a record number—are playing on PGA Junior League Golf teams across the United States. PGA Junior League Golf is the flagship youth program of PGA REACH, the

501 (c)(3) charitable foundation of the PGA of America.

### **About Topgolf**

What started with twin brothers developing a technology to make golf scoring fun has turned into a global brand focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults to create an experience that makes socializing a sport for everyone. No matter the occasion or who you share it with, we believe every great time starts with play, is fueled by food and beverage, moved by music, and made possible through community. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round comfort, a chef-inspired menu for year-round deliciousness, and hundreds of Associates eager to help create the moments that matter. With 33 venues entertaining more than 10.5 million Guests annually, original content shows, next-gen simulator lounges, competitive tours, pop-up social experiences, and the world's largest digital golf audience, Topgolf is truly everyone's game. To learn more and view exclusive digital content, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).


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