

Topgolf Encourages Everyone to Take a Swing at Golf on May 1 for National Golf Day

Topgolf celebrates with complimentary golf lessons for fifth consecutive year

DALLAS, April 17, 2019 /PRNewswire/ -- Global sports entertainment leader **Topgolf**® today announced that 50 U.S. venues will offer complimentary group golf instruction classes on Wednesday, May 1 to celebrate National Golf Day. In addition, [World Golf Tour™ by Topgolf](#), home to the world's largest digital golf audience will be offering a tournament challenge to encourage participation in the game of golf on a digital level. Through these efforts, and 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 on National Golf Day by helping people feel more confident in their swing.

Guests who register for a complimentary Topgolf Coach class on May 1 will receive instruction from a PGA-certified golf professional along with 50% off their next group class. These special Topgolf Coach classes, taking place at 4:30 p.m., 5:30 p.m. and 6:30 p.m., are tailored to teach the fundamentals of the game in a relaxed and social setting to all skill levels. Last year, Topgolf taught more than 4,300 five-minute lessons on National Golf Day.

These energetic, beginner-friendly 60-minute classes are built around a variety of drills to improve body motions and make each individual's golf swing intuitive and free-flowing. One hour of instruction will include:

- 10 Minutes – Warm-up and review the basics (grip, stance, posture, wedges, irons and woods)
- 40 Minutes – Drill stations (individuals to work as two-person teams)
- 10 Minutes – Intro to competition (instructors will direct individuals in how to use their newly learned skills to play Topgolf games)

For those that want to swing a club virtually on National Golf Day, you can join World Golf Tour (WGT) by Topgolf this year by playing a complimentary and special one-day tournament. This quick, nine-hole, closest-to-the-hole tournament on the Challenge at Manele course is a fantastic way to get in a round of golf – and a virtual Hawaiian getaway all in one! Guests can play as many times as they like in this unlimited play tournament, but the fun will end when the clock strikes midnight on May 1. The top 70 combined scores in each Pro-Tour Champion tier will split the total purse prize. Open to all WGT players, check out the app for additional rules and details.

"Topgolf is everyone's game and we are proud to be a leader in making golf accessible to people of all ages and skill levels, through our venues, Toptracer technology, Swing Suite locations, World Golf Tour app and beyond," said Topgolf Chief Executive Officer, [Dolf Berle](#). "We aim to continue to provide awareness around the game of golf and are excited to see everyone take a swing either in-venue or virtually on National Golf Day this year."

To sign-up for one of Topgolf's complimentary group golf lessons on May 1, please visit topgolf.com/nationalgolfday and select the desired Topgolf venue and time. In addition, to join the National Golf Day conversation, use #NationalGolfDay and #Topgolf on Facebook, Twitter and Instagram. For more information on Topgolf's instruction programs, visit topgolf.com/lessons.

About Topgolf

Topgolf is a global sports entertainment community creating great times for all. With a worldwide fan base of nearly 100 million, Topgolf prides itself on its special blend of technology, entertainment, food & beverage, and the inherent good that can be accomplished when people from all walks of life come together.

The original brand expression of this togetherness is the Topgolf venue. These multi-level complexes feature high-tech golf balls and gaming, climate-controlled hitting bays, a renowned menu, hand-crafted cocktails, corporate and social event spaces, music and more. The 53 U.S. venues, including four international venues,

entertain more than 17 million Guests annually.

Beyond the venues, Topgolf fits seamlessly into the lives of our engaged community with emerging brands such as Topgolf Swing Suite, a luxury simulator experience; Toptracer, real-time golf ball tracking as seen on TV; Toptracer Range, bringing the tracing technology to driving ranges around the world; and WGT, the world's largest digital golf audience. As a growing lifestyle brand, Topgolf has also launched new ways to engage and delight our Guests through original content series, pop up social experiences like Topgolf Crush, and through our Nashville concert hall, The Cowan.

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