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IMMEDIATE RELEASE

February 9, 2010

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THE PGA OF AMERICA JOINS FIRST LADY MICHELLE OBAMA'S 'LET'S MOVE' INITIATIVE AS PART OF CAMPAIGN AGAINST CHILDHOOD OBESITY

PALM BEACH GARDENS, Fla. – The PGA of America has joined representatives of the nation's leading sports and physical fitness organizations in support of "Let's Move," an initiative led by First Lady Michelle Obama to combat childhood obesity. PGA of America Vice President Allen Wronowski of Phoenix, Md., represented The PGA on Tuesday in Washington, D.C., where the First Lady launched the nationwide campaign.

The announcement marks the first time a First Lady is setting a national goal of solving the obesity challenge within a generation, in order that America's youngest children reach adulthood at a healthy weight.

The PGA of America committed to include junior golf in "Let's Move," highlighting the positive health benefits of the game and underscoring The PGA's leadership in developing the next generation of golfers.

The "ad hoc" league of junior programs, conducted by its 41 nationwide Sections and grass roots PGA Professionals, is the sport's largest outreach to juniors. In 2009, PGA Professionals conducted more than 1,500 junior tournaments, and hosted more than 38,000 camps with nearly 600,000 juniors participating nationwide.

The PGA's Family Golf Month, conducted in July, features golf courses which offer a series of programs to learn and play golf as a family. These programs, such as, Family Golf Clinics, Family Golf Days and Kids Play Free produced nearly 100,000 participants last year.

The PGA of America and the United States Golf Association (USGA) will adopt the principles of "Let's Move" in their partnership for a Junior Golf Program that began in 2009, and focuses on expanding the number of junior golfers while foster life-long participation in the game.

"The clock is ticking on how we prepare our nation's youth to deal with their personal health and welfare," said PGA of America President Jim Remy of Ludlow, Vt. "Golf is a wonderfully healthy, family activity that fits perfectly into the important messages promoted by the First Lady in the 'Let's Move' campaign."

"We look forward to assisting the First Lady in developing new and creative ways for kids to be more active and working with the White House to increase awareness in our existing programs."

Among those assembled at the launch of "Let's Move" Tuesday were members of the President's Cabinet, along representatives of media, sports, entertainment, business leaders, mayors and the medical community.

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To meet the national goal, the First Lady plans to reach out to parents and teachers, and mobilize action and assistance across the federal government, in partnership with governors and mayors, the medical community, leading foundations and the sports and business communities, to support common sense, innovative tools and solutions to empower families and communities to make healthy decisions for their children.

About The PGA of America

Since 1916, The PGA of America's mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf.

By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

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