



PGA™



August 24, 2010

Media Contacts:

Randy Stutzman, PGA of America (rstutzman@pgahq.com), 561-624-8438

Tammy Bocclair, Alday Communications (tammy@aldaycommunications.com), 615-791-1535, x26

Become a Play Golf America fan on **Facebook** - [Facebook.com/PlayGolfAmerica](https://www.facebook.com/PlayGolfAmerica)

PlayGolfAmerica.com

Juniors Get Moving at 92nd PGA Championship

A median of 14,080 steps were taken daily at Whistling Straits

PALM BEACH GARDENS, Fla. - Junior golf fans not only had a chance to watch their favorite players tee off at the 92nd PGA Championship at Whistling Straits, but they also got the opportunity to see the health benefits of golf first-hand. Let's Move on Course! was introduced during this year's PGA Championship as a way to encourage young golfers to walk the course, both as fans and as players, and view golf as a life-long healthy activity.

Young fans attending the PGA Championship were able to pick up a free pedometer, which allowed them to track their steps as they followed their favorite golfers around the course. A total of 10,000 pedometers were supplied by Security Health Plan and Marshfield Clinic and distributed to boys and girls over the course of the week. Each day, juniors were encouraged to visit PlayGolfAmerica.com and record the number of steps they took on the course. Based on the juniors reporting data, a median of 14,080 steps were taken, equaling about 7.0 miles per day, per junior. The average age of participating juniors was 11-years-old.

"We were extremely pleased to offer pedometers to junior fans," said PGA of America President Jim Remy. "Golf is a healthy activity which you can play throughout your life, and we want kids to see that from the very beginning. Whether you're inside or outside of the ropes, golf is a great way to stay active and fit."

Juniors who reported their steps received a Let's Move on Course! certificate signed by PGA President Remy and 2010 PGA Champion Martin Kaymer, who also signed a pin flag, which was awarded to the lucky winner of a drawing from all those who recorded their steps on PlayGolfAmerica.com.

Health and fitness experts advocate that taking 10,000 steps per day will improve overall fitness and help control weight gain. Researchers from the University of Pittsburgh determined that walking 18 holes meets the daily recommendation of 10,000 steps (five miles) and burns approximately 2,000 calories when carrying clubs. Ultimately, The PGA of America wants juniors and their families to recognize the health benefits associated with walking the course when they play.

"One of the great things that we saw from this program was the excitement that kids found as the number on their pedometers went up," said David Donatucci, director of fitness for The PGA of America. "Kids viewed the pedometer as a challenge, and they were really surprised by how easy it was to walk seven miles. It showed them that something they loved doing could actually help them be healthier, which was our goal."

This initiative reflects The PGA of America's continual support of First Lady Michelle Obama's Let's Move! campaign, which attempts to combat childhood obesity by encouraging healthier food alternatives for children, as well as aiming to increase children's opportunities for physical activity.

-- more --

For more information on Play Golf America and Let's Move on Course!, visit PlayGolfAmerica.com.

Play Golf America, designed to increase participation among new and occasional adult golfers, was developed by The PGA of America, with the support of Allied Associations including: the LPGA, National Golf Course Owners Association, PGA Tour, USGA and others involved in the Golf 20/20 Conference. The program utilizes the PlayGolfAmerica.com website to serve as a link for consumers to access fun, affordable and informative programs in their area.

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. Visit pga.com or PlayGolfAmerica.com to learn more.

About Security Health Plan

Security Health Plan is a physician-led health maintenance organization, sponsored by Marshfield Clinic. The health maintenance organization serves more than 188,000 residents in a 32-county service area of Wisconsin. Founded in 1971 as the Greater Marshfield Community Health Plan, Security Health Plan has grown to become the fourth largest HMO in Wisconsin. Security Health Plan provides insured and self-funded plans to a variety of large and small employers, as well as to individuals and families. Accredited by the National Committee for Quality Assurance (NCQA), Security Health Plan has been named to the U.S. News & World Report/America's Best Health Insurance Plans* ranking for five consecutive years, with the company's Advocare coverage for Medicare recipients ranked in the top 20 nationally. Learn more at www.securityhealth.org.

- U.S. News/NCQA America's Best Health Insurance Plans 2009-10. "America's Best Health Insurance Plans" is a trademark of *U.S. News & World Report*.

About Marshfield Clinic

The Marshfield Clinic system provides patient care, research and education with 52 locations in northern, central and western Wisconsin, making it one of the largest comprehensive medical systems in the United States.

###