



PGA
CELEBRATING 95 YEARS



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PGA FREE LESSON MONTH PROVIDES FUN 10-MINUTE GOLF LESSONS AT NO COST
PGA and LPGA Professionals welcome individuals and families to their facilities for a family-friendly golf experience

PALM BEACH GARDENS, Fla.— PGA Free Lesson Month, held each May at participating facilities nationwide, gives new golfers the chance to try the game and experienced golfers the chance to improve their game with a free 10-minute lesson from the nation's best teachers – PGA and LPGA Professionals. In addition to providing an opportunity for free individual instruction, many facilities have also added free family golf clinics, allowing families the opportunity to discover and get involved in the game of golf together. Consumers can find participating facilities in their area by going to PlayGolfAmerica.com.

Jointly launched by The PGA of America and *Golf Digest* in 1998, PGA Free Lesson Month was designed to bring the game of golf to more people. With studies showing that more than 27 million people in the United States have expressed an interest in playing golf, PGA Free Lesson Month introduces the game in a simple and relaxed atmosphere, without a substantial time commitment and at no cost. Of the 73,750 free lessons given last year, 19,175 were given to new golfers.

"PGA Free Lesson Month has been one of our most successful programs because it gives both new and existing golfers a reason to pick up their clubs," said PGA of America President Allen Wronowski. "It is also an opportunity for PGA and LPGA Professionals to showcase their skills in helping golfers of all levels and ages improve their game and have fun."

According to *Golf Digest*, a person can learn a number of different items in a 10-minute lesson. PGA and LPGA Professionals are expert instructors with the ability to work with both novice and avid golfers. A 10-minute lesson can give beginners the opportunity to learn basic skills, such as how to establish a correct stance, the best way to hold a club and a proper swing and follow through. More experienced golfers can use their 10 minutes to discover the secret to reading breaking putts, learn how to change their grip to cure a slice and practice drawing the ball for more distance.

Since PGA Free Lesson Month was introduced in 1998, more than 1.2 million free lessons have been given. In 2010, more than 4,754 PGA/LPGA Professionals nationwide gave 73,750 lessons during PGA Free Lesson Month, resulting in a more than \$3.2 million impact to the golf industry.

Rick Murphy, PGA director of instruction at Rick Murphy Golf Academy in Greensboro, N.C., and an enthusiastic supporter of PGA Free Lesson Month, appeared on Golf Channel's "The Golf Fix with Michael Breed" April 25 promoting the month-long initiative.

"This program has been a great program for welcoming new golfers into the game. Free Lesson Month helps build our sport with both families and individuals who want to become golfers. We enthusiastically welcome their participation," said Jerry Tarde, chairman and editorial director of Golf Digest Publications. "We're proud to be associated with PGA Free Lesson Month and thank The PGA of America and the thousands of PGA and LPGA Professionals who continue to dedicate their time to make this such a successful initiative."

One of the most successful growth-of-the-game initiatives in the golf industry, PGA Free Lesson Month is a collaborative campaign spearheaded by The PGA of America, Golf Digest Publications and Golf Channel.

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Every golfer who takes a free lesson is encouraged to register at PlayGolfAmerica.com/FLM to enter a sweepstakes to win a two-day/two-night golf getaway to The PGA Center for Golf Learning and Performance in Port St. Lucie, Fla., including hotel accommodations and round-trip, economy airfare. Two runners-up will receive a set of Nike Golf Clubs.

PGA Free Lesson Month is one of several programs designed to grow and stimulate participation in the game of golf under Play Golf America, a national marketing umbrella campaign that is supported by the golf industry. Play Golf America 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.

Celebrating its 95th year, **The PGA of America** has maintained a twofold mission of its founders: 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 PGA enables its professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in a multi-billion dollar golf industry. By creating and delivering dramatic world-class championships and exciting and enjoyable 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.

Golf Digest Publications: (Contact: Meg D’Incecco, Meg_D’Incecco@condenast.com, 212-286-2539)

Golf Digest Publications is part of Condé Nast and includes *Golf Digest*, *Golf World* and GolfDigest.com. Condé Nast, a division of Advance Publications, operates in 25 countries. In the United States, Condé Nast publishes 18 consumer magazines, two trade publications and 27 websites that garner international acclaim and unparalleled consumer engagement. For more information about Golf Digest Publications go to www.golfdigest.com stay connected on Twitter by following @GolfDigestMag.

Golf Channel: (Contact: Jeremy Friedman, jfriedman@golfchannel.com, 407-355-4058)

Golf Channel is a multimedia, golf entertainment and services company based in Orlando, Fla. The Golf Channel cable network, co-founded by Arnold Palmer and part of the NBC Sports Group, is available in more than 120 million homes worldwide through cable, satellite and wireless companies. Exclusive partnerships with the world’s top tours allow Golf Channel to feature more live golf coverage than all other networks combined, added to a programming schedule distinguished by golf’s best news, instruction and original programming. Golf Channel’s digital platform of businesses is led by www.GolfChannel.com, a leading golf destination on the Internet, delivering unmatched coverage of the world of golf, as well as services that help the recreational player with how to play, what to play and where to play golf.

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