



PGA™

2010 RYDER CUP OUTREACH PROGRAM “PLAY GOLF AMERICA UNIVERSITY”

The PGA of America established GOLF: For Business & Life in 1999 as a growth of the game initiative designed to teach and improve the golf skills of college juniors, seniors and graduate students through instruction provided by PGA Professionals. In 2008, The PGA of America expanded this program by adding player development elements and renamed this initiative “Play Golf America University.”

Since being launched, The PGA of America has distributed more than \$7.3 million to 65 colleges and universities throughout the United States, including \$6.1 million on behalf of members of U.S. Ryder Cup Teams as a means to support this initiative. To date, PGA Professionals have provided instruction to more than 29,000 college students through this program.

MISSION AND OBJECTIVES:

Play Golf America University is a PGA of America college and university golf program, designed to teach and engage students in the game of golf through PGA Professional instruction and other golf programs. Play Golf America University, while open to all students, is especially targeted for juniors, seniors, and graduate students to help them to learn to play golf as well as understand how golf can be employed as a business tool as they enter the professional world.

Through this program, participating colleges and universities will deliver the following objectives:

- Provide students a comprehensive introduction to the game and golf skill development experience
- Provide students basic knowledge and understanding of rules, terminology, etiquette and history of the game
- Provide students with an understanding of golf as a business tool and complete an experience that enables them to play in a company outing for employers upon graduation
- Provide opportunities through campus recreation programs to compete in casual, competitive golf experiences
- Direct students to PlayGolfAmerica.com as a resource to help them continue to develop their golf skills upon graduation
- Create the desire and skills so students can become avid golfers

PROGRAM ELEMENTS:

Colleges and universities receiving funding from the 2010 Ryder Cup Outreach Program will offer the following Play Golf America University program elements:

- “Get Golf Ready” College Classes: Expanded from the Get Golf Ready program, PGA Professionals deliver 16-week/session introduction to golf classes. This is the original and core element of the program.
- Recreational Sport - Intramural Experience: Transition students and skills learned to casual, yet structured on-course and on-campus playing experiences.
- Recreational Sport - On Campus Expos: Bring golf to students through on-campus Play Golf America experiences featuring free lessons, skills challenges, golf contests and more.
- EWGA Student Membership Program: Promote EWGA student membership opportunities as a way for students to stay engaged in the game, plus as a networking/career development resource.

