



**IMMEDIATE RELEASE**

April 1, 2008

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**WOMEN'S PLAY GOLF AMERICA DAY MAKES ITS SUCCESSFUL DEBUT  
AT THE PGA LEARNING CENTER**

More than 500 attendees gathered at the PGA Learning Center for the inaugural Women's Play Golf America Day, March 30, participating in a day filled with activities to celebrate and enhance the importance of women golfers in sustaining the growth of the game.

"We were expecting a wonderful turnout, and this has exceeded our expectations in a magnificent way." said PGA Village General Manager Bob Baldassari. "With this being the first women's only Play Golf America Day and us having a turnout of more than 500 ladies, we want to expand on this and maybe at the next one we can get 1,000 ladies."

Led by a team of 20 PGA Professionals, the day was an opportunity for women of all levels and abilities to get exposed to the game.

The day's agenda included a free group clinic led by PGA Director of Instruction Rick Martino, featuring putting, chipping and full-swing instruction. In addition, a demonstration area was provided by Callaway Golf.

The focus during the group clinic was on the importance of receiving proper instruction, and that PGA Professionals are the ones to provide it.

"If you're going to get really good at golf it takes practice, and it takes correct practice," said Martino. "What this is about is The PGA reaching out to women in golf. Women are an intricate part of the golf climate and it is very important they get proper instruction at the start."

Callaway Golf presented attendees its latest products, which included an opportunity to test a wide assortment of FT-i driver and Big Bertha i-brid irons.

"We try to partner with The PGA of America in any way, shape or form we can," said Callaway Representative Dale Clark, "We also try to partner with the Executive Women's Golf Association to show our support of women's golf, and also put our new 2008 products in the hands of as many ladies as we can."

An intricate part of building bridges in women's golf and raising the comfort level of women participants is having a visible presence from women PGA Professionals. There were many accomplished

women PGA Professionals on hand, including Suzy Whaley, Janet Ortega of Royal Oaks, Calif., Erika Larkin of Fairfax, Va., Stephanie Jennings and Le Ann Finger of Palm Beach Gardens, Fla., and PGA apprentice Julie Peluso of Port St. Lucie to provide such a presence.

“As female professionals, it is very important for us to be a part of this type of program,” said Whaley, a PGA Teaching Professional at TPC River Highlands in Cromwell, Conn. “For the women that attend, it shows them that golf is not a male-dominated sport. They’re being taught by women, they’re surrounded by hundreds of women who play the game, and it helps solidify that golf is truly a game for them.”

Heather Putnam of Port St. Lucie was among the attendees who had never picked up a golf club prior to her visit, as were her 5- and 11- year-old daughters.

“I think this has been a great way for us to get introduced to the game, and now I have something to do with my husband,” said Putnam.

The true measure of success was the faces of those in attendance at the end of the program.

“I was inundated with ear-to-ear grins from women saying thank you and that they had fun,” said PGA Senior Manager, Player Development Ron Stepanek. “It is now The PGA’s goal to cultivate this excitement by getting these women into next step programs right away.”

Begun in 2004, Play Golf America is an industry-wide national marketing campaign developed and led by The PGA of America to increase participation among new and existing golfers and to grow the number of people who play the game. For more information about Play Golf America, visit [www.PlayGolfAmerica.com](http://www.PlayGolfAmerica.com).

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 \$76 billion 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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