



## PGA Golf Club and PGA Country Club Courses Earn 'Rolling Out the Green Carpet™' Certification from National Women's Golf Alliance

**PALM BEACH GARDENS, Fla., July 23, 2013** – The three Championship golf courses by Tom Fazio and Pete Dye that comprise PGA Golf Club at PGA Village in Port St. Lucie, Fla., and the Jim Fazio-designed course at the nearby private PGA Country Club, have all individually earned *Rolling Out the Green Carpet™* certification from the National Women's Golf Alliance (NWGA).

The certification program assesses golf facilities on standards and best practices that make the facility welcoming and attractive to women. A trained NWGA evaluator and three female guests play an 18-hole round to evaluate the facility on five key areas of focus: Golf Course Playability, Customer Service, Golf Course Amenities, Facility Amenities and Golf Programs. Facilities that achieve a score of 80 percent or higher in at least three of these areas receive certification.

The Wanamaker Course received 4-star status. The Ryder Course, Dye Course and the nearby private PGA Country Club course each received 3-star *Rolling Out the Green Carpet™* certification. Valid for three years, the designation also comes with publicity and marketing, including an insignia to use with promotional materials and advertising.

"We are especially proud that all four of our golf courses at PGA Golf Club have earned this important recognition from the National Women's Golf Alliance," said PGA Golf Club General Manager Jimmy Terry. "The Rolling Out the Green Carpet report was extremely thorough and provided valuable insight on how we can best provide an exciting and engaging experience for women golfers at PGA Golf Club, while further enhancing course playability and their overall enjoyment of the game."

Sandy Cross, director of Women's & New Market Initiatives for The PGA of America, adds that the program aligns with the Golf 2.0 "Connecting with Her Playbook" to grow the game, which encourages facilities to become NWGA certified. "It is important that courses that are doing the right things to attract more women be recognized and leverage this distinction. This will help women more easily locate facilities that respond to their value set, attract new women to the game and keep them in the game."

"We salute PGA Golf Club for *Rolling Out the Green Carpet™* for women golfers," said Jan Bel Jan, ASGCA, a founding partner of NWGA and president of Jan Bel Jan Golf Course Design. "The PGA of America's commitment to serving the needs of female golfers is demonstrated by the excellent golf experience that these courses provide. They are leading by example for other facilities throughout the country."

For more information on the *Rolling Out the Green Carpet™* program, please visit:  
[www.nationalwomensgolfalliance.com](http://www.nationalwomensgolfalliance.com).



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### **About PGA Village**

The Wanamaker, Ryder and Dye Courses form a trio of world-class facilities at PGA Golf Club, at PGA Village in Port St. Lucie, Fla. PGA Village also features the award-winning, 35-acre PGA Center for Golf Learning and Performance and the PGA Museum of Golf. PGA Golf Club is one of the premier public-access resort facilities in America, complete with a Private Members Club, and serves as the home facility for the 27,000 men and women PGA Professionals. For more information, please visit [www.PGAVillage.com](http://www.PGAVillage.com).

### **About The PGA of America**

Since its founding in 1916, The PGA of America has maintained a twofold mission: 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 the multi-billion dollar golf industry. By creating and delivering world-class championships and innovative programs, 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. As The PGA nears its centennial, the PGA brand represents the very best in golf.

### **About the National Women's Golf Alliance**

With the mission to increase the number of women playing golf and improve engagement levels of existing women golfers, the NWGA unites four of the nation's most highly respected women's golf organizations, the EWGA, Golf for Cause, LLC, Jan Bel Jan Golf Course Design, and Ladies Links Fore Golf, LLC (LL4G).

They have brought together their years of expertise, data and observation regarding what women golfers want, need and expect for an enhanced playing experience that keeps women excited about and engaged in golf for years to come. Utilizing this information, the NWGA has developed a base of standards and best practices to help make golf facilities more welcoming and attractive to women and enhance golf's overall appeal to women.

To learn more about *Rolling Out the Green Carpet™* program, see [www.nationalwomensgolfalliance.com](http://www.nationalwomensgolfalliance.com)



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