



IMMEDIATE RELEASE

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PGA MUSEUM OF GOLF UNVEILS NEW WALKING PERSONAL CELL PHONE TOURS

Technology Used by Smithsonian, Grand Canyon National Park and U.S. Olympic Training Center Will Guide Museum Goers Around Iconic Exhibits, Major Championship Trophies and Displays

PALM BEACH GARDENS, Fla. – With the PGA of America's Centennial less than two years away, the PGA Museum of Golf, in Port St. Lucie, Fla., unveiled today a new, complimentary cell phone and smartphone walking personal tour. This interactive guide leads guests around the Museum's iconic exhibits and displays, while recounting timeless moments in PGA of America history, since its founding on April 10, 1916.

Using technology created by OnCell, of Pittsford, N.Y., the PGA Museum of Golf is implementing a system that is used by other top destinations in the country, including the Smithsonian Institution, Grand Canyon National Park, John F. Kennedy National Historic Site, U.S. Olympic Training Center and the Atlanta Braves Museum and Hall of Fame.

The system is as simple to use as checking a voicemail. Guests can dial (772) 224-3681, and input the stop number located on "18 pin flags" around the Museum, in order to listen to a short story about each exhibit. Among the highlights from the tour are descriptions that trace the history of: the PGA of America, PGA Championship, Ryder Cup, Senior PGA Championship presented by KitchenAid, PGA Grand Slam of Golf, PGA Golf Professional Hall of Fame, Walter Hagen, Horton Smith, Dow Finsterwald, Donald Ross and the four major Championship trophies on display in the Museum's rotunda, including the original Wanamaker Trophy.

"We're excited to debut a new and fun way to learn about nearly 100 years of PGA of America history, along with our major championships, through an interactive cell phone tour of the PGA Museum of Golf," said Jimmy Terry, general manager of PGA Golf Club, which encompasses three Championship golf courses designed by Tom Fazio and Pete Dye, the PGA Center for Golf Learning and Performance and the PGA Museum of Golf. "Whether you want to discover how Samuel Ryder proposed the Ryder Cup first being contested between the United States and Great Britain in 1927 or the tale of Walter Hagen misplacing the PGA Championship's Wanamaker Trophy, we have it all for you within the confines of a simple phone call that walks you through our beautiful Museum."

The cell phone tours will be regularly updated, as new golf history develops throughout the year.

"OnCell is proud to provide the technology that supports the PGA Museum of Golf audio tour," said OnCell CEO Thomas Dunne. "We're certain the tour will enhance the visitor's museum experience by providing easy access to educational content, while allowing them to explore the museum at their own pace."

Owned and operated by the PGA of America, the PGA Museum of Golf is located next door to the PGA Center for Golf Learning and Performance. Exhibit hours are 10 a.m.-4 p.m. daily through April 30. From May 1-Dec. 24, the Museum is open Friday-Sunday 10 a.m.-4 p.m. Admission is complimentary year round.

For more information on the PGA Museum of Golf, visit PGA.com/museum.

To learn more about the PGA of America, please visit PGAMediaCenter.com.

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