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**Get Golf Ready Program Enters Second Year**  
**After Exceeding Facility Participation Goals in its Inaugural Year**  
***More than 1,150 facilities are currently certified to host the program in 2010***

**St. Augustine, Florida (February 2, 2010)** – Aimed at bringing adults into the game in a fast, fun and affordable way, *Get Golf Ready in 5 Days* introduced the game to thousands of golfers in its inaugural year. Launched as Play Golf America's featured program in 2009, more than 1,150 facilities are currently certified to host the program, surpassing the target goal of 700 host facilities.

*Get Golf Ready*, a GOLF 20/20 industry-wide branded program, targets the many adults in the country who have never played golf or who have minimal experience in the game. Through September (2009), facilities averaged 25 students per class with 86 percent being new golfers, 61 percent women and 25 percent minority. Following their participation in the program, 76 percent of the students returned to the golf course playing an average of eight rounds.

"Perhaps the best news of all is that 89 percent of surveyed participants said they are likely to continue playing golf," said Cathy Harbin, Director of GOLF 20/20. "This is a significant statistic since the program is designed to increase player retention and grow the game."

*Get Golf Ready* is comprised of a series of five introductory lessons offered by PGA/LPGA Professionals in a small-group environment at prices ranging from approximately \$99 to \$199 (varies by facility). The program provides basic skills instruction as well as information regarding the background of the game's rules, etiquette and values. Significant on-course learning opportunities are a part of each lesson. Overall, participants gain insight into techniques regarding chipping, putting, full swing, half swing and bunker play as well as the fundamental guidelines regarding the use and maintenance of golf equipment, keeping score and navigating the course, among others. Following the completion of the five-session program, a smooth transition into other *Get Golf Ready* graduate outings, such as the free and low-cost programs offered by Play Golf America ([PlayGolfAmerica.com](http://PlayGolfAmerica.com)), are provided.

*Get Golf Ready* ([PlayGolfAmerica.com/GGR](http://PlayGolfAmerica.com/GGR)) was announced in November 2008 as part of the World Golf Foundation's GOLF 20/20 initiative. Currently entering its second year, the program is benefiting from unprecedented support and collaboration from the entire golf industry, including the World Golf Foundation, The PGA of America and other leading national and state golf associations, organizations, manufacturers, media and companies.

Many facilities exceeded their first year goal of 50 students, including East Potomac-Hains Point Golf Course in Washington D.C., where 825 students have participated in the *Get Golf Ready* program, the highest total among all participating courses. At the PGA Merchandise Show on January 29<sup>th</sup>, East Potomac was recognized for their outstanding contribution to growing the game by winning the Player Development Award presented at the Annual International Network of Golf Awards Ceremony. Other best practices include initiatives at Eagle Ridge Golf Club in Lakewood, NJ, which held a program in which family members could play nine holes or take instruction, then meet for dinner. It was an instant success totaling 492 participants over 18 Fridays. These programs accounted for 60 new students, 598 more rounds and hundreds of new patrons experiencing the restaurant, resulting in total revenue of

\$33,375. And, the *Get Golf Ready* program at Hiwan Golf Club, a private facility in Evergreen, Colo., attracted 166 students resulting in \$14,801 in lesson revenue and adding 12 new members to the club.

### **About World Golf Foundation**

The World Golf Foundation develops and supports initiatives that positively impact lives through the game of golf and its traditional values. The Foundation, which was founded in 1993 and is supported by major international golf organizations and professional Tours, provides oversight to World Golf Hall of Fame, The First Tee, GOLF 20/20 and other industry initiatives in support of its mission. ([Worldgolffoundation.org](http://Worldgolffoundation.org))

### **About Play Golf America**

Play Golf America, designed to increase participation among new and occasional adult golfers, 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 annual GOLF 20/20 Conference. The program utilizes the [PlayGolfAmerica.com](http://PlayGolfAmerica.com) Web site to serve as a link for consumers to access fun, affordable and informative programs in their area.

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