



INTERNATIONAL WOMEN'S GOLF DAY EXPERIENCES

68% GROWTH IN ONE YEAR – EXPANDS TO 46 COUNTRIES

West Palm Beach, FL (May 25, 2017) - From the US to Australia, South Africa to Switzerland, International Women's Golf Day (WGD) has grown in scope and size, increasing its global reach 68% in only its second year. Thousands of women from Silicon Valley to Wall Street to the Square Mile in London will converge in 46 countries at more than 691 locations for the one day event on Tuesday, June 6, 2017.

The 2017 event venues include public and private golf courses, driving ranges and retail outlets around the globe. All locations will conduct a two-hour golf clinic or offer a nine-hole round of golf, and will culminate with a two-hour social affair where the expected 50,000+ participating women can network and socialize.

“We’ve discovered that female business professionals who take up the game of golf soon recognize the value it brings when it comes to customer engagement and future business development,” said WGD Founder Elisa Gaudet. She added “It’s important that women have a positive experience when playing golf, regardless of their level of experience and Women’s Golf Day caters to all levels and imparts camaraderie.” Gaudet is thrilled at the rapid expansion, but not surprised by the worldwide interest. “For a while the industry was looking at ways to engage women, I am elated and proud that this one day international event has introduced thousands of new female golfers to the sport and impassioned existing golfers while transcending language, culture, religion, and race to celebrate golf, women, and community.”

“It is also important for the golf industry to understand women make up 85% of all consumer purchases and the important role they play as economic influencers for the family. The big-ticket items for the golf industry are home purchases in golf communities, country club memberships, and golf vacations where women have a definitive say in the making of those decisions,” Gaudet said.

“We’re thrilled at the opportunity to support this global movement and encourage women to see the benefits of golf for enriching relationships,” said PGA TOUR Superstore CMO Matt Corey. Corey continued, “We stock our stores with more equipment, apparel and footwear specifically for women than any other golf store on the planet, and we do that for a reason.”

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Partners and supporting organizations of the transnational event include the International Golf Federation, World Golf Foundation, LPGA, LET, European Tour Properties, TPC, NGCOA, EGCOA, ClubCorp, Billy Casper Golf, PGA TOUR Superstore, Ahead, EWGA, WIGI, International Council of Nurses, All Square, Expert Golf, and Troon International.

For more information about the WGD global initiative or to participate on Tuesday June 6, visit <https://womensgolfday.com/>.

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ABOUT WOMEN’S GOLF DAY:

Women’s Golf Day (WGD) is a global golf initiative launched in 2016 to introduce women of all ages to the game and encourage existing female golfers to “tee it up” in a fun and highly inclusive environment. The inaugural one day, four-hour event, spanned 28 countries in 485 locations, and introduced thousands of new golfers to the sport while transcending language, culture, religion, and race to celebrate golf, women, and community. To learn more about Women’s Golf Day and its upcoming event on Tuesday June 6, 2017 visit www.womensgolfday.com, @womensgolfday, #WomensGolfDay

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All are welcome to participate in Women's Golf Day except where prohibited by law. Women's Golf Day does not discriminate against anyone on the basis of sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, or sexual orientation.

