



Women's Golf Day announces revised date and Virtual celebration

(WEST PALM BEACH, FLA, 30 March 2020) In light of the escalated response to the global Coronavirus pandemic, the Women's Golf Day leadership team is announcing a new approach to this year's 5th anniversary event planned to take place worldwide on June 2, 2020. This year, WGD is adapting the event to bring the industry together to engage and empower women as part of a virtual WGD celebration on June 2nd. The health and well-being of WGD partners and guests is paramount, so the events that take place worldwide as part of the world's largest single day celebration of women's golf will move to the 1st of September, providing that there is clearance from the WHO and governing bodies. By making this change, WGD is providing two opportunities for engagement.

By setting a new date, which is provisionally September 1st, Founder of WGD Elisa Gaudet hopes to offer the industry something positive to focus on at this challenging time. She explains: "The global community finds itself in an unprecedented situation and we need to respond appropriately. Women's Golf Day is in a unique position because we have the flexibility to react quickly to the changing landscape whilst also giving the industry something positive to aim towards. Our mission and platform is that of a global unifier. We will continue to monitor the situation very closely, but we are hopeful that the September date is realistic."

In the meantime, plans are in place to create a virtual celebration of Women's Golf Day on the original June 2nd date. Just as in previous years, the day's celebration will start as the sun rises in Australia and end as the sun sets in Hawaii. Expect to see video content from famous faces and inspirational stories from across the world shared across the campaign's social media platforms. Social media has always played a significant role in the success of the event, delivering a staggering 47 million global impressions to nearly 25 million people in 2019 and it is hoped that the 2020 campaign will be a catalyst to support a post-pandemic resurgence of the industry.

To help more locations join the community in time for the September date, WGD is offering free basic registration on the website www.womensgolfday.com with the code **WGDUnites**. Any golf facility can take part with participating venues in the past including golf clubs around the world, retailers such as PGA Superstore, TopGolf locations and driving ranges – essentially anywhere you can swing a club!

Elisa concludes: "We will support our locations around the globe by bringing the industry together and using our shared voice to get golf back on its feet. June may be too early to hold an event, but it will be a

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great opportunity for people and organizations to share their inspirational stories around golf. In the meantime, we encourage people to sign up to our platform and register their venues because we will be hosting Women’s Golf Day again and intend to come back united and stronger than ever.”

Please visit our website (www.womensgolfdays.com), tab #WGDUNITES, for ongoing digital content and updates as to how you can participate with the global community.

This press information is also available in:

Spanish: https://womensgolfdays.com/informacion_espanol/

French: https://womensgolfdays.com/information_francais/

PRESS RELEASE ENDS

Women’s Golf Day Supporters:

The World Golf Foundation, International Golf Federation, PGA America, European Tour, WE ARE GOLF, European Tour properties, LET, LPGA, TPC properties, Golf Channel, Sky Sports, Golf Now, ClubCorp, Troon, Billy Casper, PGA TOUR Superstore, TopGolf, NGCOA, EGCOA, NGCOA Canada, LPGA Amateur Golf Association, The California Alliance for Golf, Annika Foundation, Breast Cancer Research Foundation, The First Tee, Gallus Golf, Ahead, All Square, Chronogolf, SwingDish, Modest Golf Management, Women & Golf, and more.

ABOUT WOMEN’S GOLF DAY:

Women’s Golf Day (WGD) is a single-day event scheduled the first Tuesday of every June to introduce new female participants to golf and celebrate existing players by joining them together irrespective of race, religion, language, ethnicity, or location. WGD has become a global movement and celebrates women and girls learning golf skills that last a lifetime and being part of a larger global community.

WGD strives to Engage, Empower and Support women and girls through the event and platform. The one-day, four-hour event, has now taken place at more than 900 locations in 52 countries since its inception in 2016, and has introduced thousands of new golfers to the sport. WGD created an incredible global community in four years and has the support of almost every major golfing governing body and organization.

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It is the fastest growing female golf development initiative. WGD's primary hashtag, #WomensGolfDay, received more than 47 million global impressions to nearly 25 million people viewing WGD content. Women's Golf Day is unique, there is nothing like it in sports, a one-day sporting and community celebration event that unites women through golf across the globe for 24 hours straight transcending race, religion, language and geography.

To learn more about Women's Golf Day and its upcoming events on Tuesday, June 2 & September 1, 2020 visit www.womensgolfday.com @womensgolfday, #WomensGolfDay #WGDUNITES

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