



CALLAWAY GOLF BECOMES OFFICIAL SPONSOR OF WOMEN'S GOLF DAY

(WEST PALM BEACH, Fla., 28 August 2020) Today Callaway Golf was announced as an Official Sponsor of Women's Golf Day (WGD), joining an impressive roster of industry sponsors that are supporting the 5th Anniversary of the global event on September 1st. The two organisations come together with a shared vision to empower, support and engage with the diverse female golfer community across the world.

In becoming the Official Club Sponsor, Callaway Golf is demonstrating its commitment to elevating the women's game and recognizing the important role that WGD plays in bringing together women who play or are interested in finding out more about golf. Callaway will work closely alongside the WGD Team throughout the coming months to activate the sponsorship and give the WGD global community access to its impressive female product line.

"Women's Golf Day is about more than just a single day event and this partnership offers us a unique opportunity to connect with a truly global community of women who love golf," said Nick McNally, VP of Global Marketing at Callaway. "We are committed to being at the forefront of the women's game, and we're dedicated to developing partnerships, products and an overarching community for all female golfers. We are so proud to announce our sponsorship of Women's Golf Day, and to work directly with them on these great initiatives."

Elisa Gaudet, Founder of Women's Golf Day, is delighted to officially welcome Callaway Golf into the WGD global community and is excited about what can be achieved with combined efforts. Elisa explains: "Women's Golf Day is an amazing worldwide community of people, brands and organisations whose shared passion is golf and seeing more women and girls play. Our golfers want to play more and improve their game, so we are proud to be able to connect them to the companies who are prioritizing the women's game, like Callaway Golf. As well as offering amazing female products, Callaway is very active in supporting some of our key Ambassadors, top professional golfers and PGA teaching professionals who have been strong advocates for WGD. This is a wonderful synergy between brands."

There are several ways to be part of WGD on September 1st:

- If you are able to play golf on September 1st you can find a location online <https://womensgolfday.com/locations/>
- If you are unable to take part in a live event enjoy over 50 inspiring videos for new and existing golfers in the [video library](#).



- You can also join us online by following @womensgolfday @Callawaygolf and using #womensgolfday #WGDunites #TeamCallaway
- To register for the WGD VIP Membership visit www.womensgolfday.com/become-a-member/

PRESS RELEASE ENDS

Women's Golf Day Supporters:

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

ABOUT WOMEN'S GOLF DAY:

Women's Golf Day (WGD) is a global movement that strives to Engage, Empower, and Support women and girls through golf. The one-day, four-hour event, has now taken place at more than 900 locations in nearly 60 countries since its inception in 2016, and has introduced thousands of new golfers to the sport. WGD 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.

Visit www.womensgolfday.com @womensgolfday, #WomensGolfDay #WGDunites

ABOUT CALLAWAY GOLF COMPANY:

Callaway Golf Company (NYSE:ELY) is a premium golf equipment and active lifestyle company with a portfolio of global brands, including Callaway Golf, Odyssey, OGIO, TravisMathew and Jack Wolfskin. Through an unwavering commitment to innovation, Callaway manufactures and sells premium golf clubs, golf balls, golf and lifestyle bags, golf and lifestyle apparel and other accessories. For more information please visit www.callawaygolf.com, www.odysseygolf.com, www.ogio.com, www.travismathew.com, and www.jack-wolfskin.com #TeamCallaway <https://www.callawaygolf.com/womensgolf/>

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