

WomensGolfDay



TITLEIST AND FOOTJOY ANNOUNCED AS OFFICIAL SPONSORS OF WOMEN'S GOLF DAY

(WEST PALM BEACH, Fla., 12 January 2021) Titleist and FootJoy have joined the Women's Golf Day sponsor family as the Official Golf Ball and Official Footwear Sponsors, respectively, of Women's Golf Day (WGD) 2021. These highly respected golf industry leaders join WGD's mission to engage, empower and support women and girls through the game of golf. Together, Women's Golf Day, Titleist and FootJoy are striving to bring more women and juniors into the game of golf than ever before through education and opportunity.

"The growth and impact of Women's Golf Day aligned well with our corporate dedication to engage with more women and girls than ever before," comments Alicia Madden, Director of Media Acushnet Company. "We actively support women's golf at every level of the game and are excited to see how this new partnership will enable us all to bring new players into the game and support those who have already fallen in love with the sport."

Women's Golf Day takes place on June 1, 2021. Throughout 2021, Acushnet Company, the parent company of Titleist and FootJoy, will work in conjunction with the WGD team to introduce new and innovative ways to engage and educate women about the opportunities that exist within golf. Since its inception in 2016, Women's Golf Day has been hosted in over 900 location in 68 countries and this new relationship will benefit both the VIP Membership and broad ambassador and location network that supports the international movement.

Elisa Gaudet, Founder of WGD is delighted with this new partnership which heralds a fantastic start to 2021. She comments: "It is thanks to the commitment of individuals and organizations like Titleist and FootJoy, who are prioritizing the women's game, that WGD is able to continue to grow from strength to strength. We look forward to partnering with them in this mission. Having these brands as part of our community makes us very proud and I am excited to see how we can work together to determine the future of our sport around the world."

Locations wishing to host a Women's Golf Day event on June 1, 2021 can register at WomenGolfDay.com/register. Men and women who wish to join the VIP Membership network are welcome to learn more at womensgolfday.com.

PRESS RELEASE ENDS

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Women's Golf Day Supporters:

- Partners and supporting organizations of WGD are: Ahead, All Square, Annika Foundation, ASIAN GOLF, Callaway Golf, The California Alliance for Golf, Chronogolf, ClubCorp, EGCOA, European Tour, European Tour Properties, PGA of America, FootJoy, The First Tee, Gallus Golf, The Golf Channel, GolfNow, International Golf Federation, LET, LPGA, LPGA Amateur, Modest Golf Management, NGCOA, NGCOA Canada, PGA of America, PGA TOUR, PGA TOUR Superstore, The R&A, Sky Sports, Titleist, TopGolf, TPC Properties, Troon Golf, Troon International, USGA, 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 68 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.

In 2020, WGD's primary hashtag, #WomensGolfDay, received more than 59 million global impressions to nearly 37 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, geography or economic status.

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

ABOUT ACUSHNET COMPANY:

We are the global leader in the design, development, manufacture and distribution of performance driven golf products, which are widely recognized for their quality excellence. Driven by our focus on dedicated and discerning golfers and the golf shops that serve them, we believe we are the most authentic and enduring company in the golf industry. Our mission - to be the performance and quality leader in every golf product category in which we compete - has remained consistent since we entered the golf ball business in 1932. Today, we are the steward of two of the most revered brands in golf – Titleist, one of golf's leading performance equipment brands, and FootJoy, one of golf's leading performance wear brands.

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