



VIRTUAL WOMEN'S GOLF DAY IS A REAL SUCCESS

More than 30 million impressions help raise dollars for charity

(WEST PALM BEACH, Fla., 08 January 2021) Against all the odds, thanks to strong support from people all over the world, Virtual Women's Golf Day succeeded in delivering a virtual, global celebration uniting hundreds of thousands of golfers around the world through their love of the game.

The day, which was scheduled for June 2nd, was put on hold for 24 hours in response to the unprecedented events in the USA, yet the campaign still generated 30.5 Million global impressions of its hashtags. More than a quarter of a million people interacted with Women's Golf Day social media platforms directly driving people to the WGD website whose traffic was at an all-time high.

A series of videos from a range of inspirational Tour players, amateur golfers, The R&A, PGA of America and The USGA, as well as many WGD partner and supporter organizations were premiered on www.womensgolfdays.com/virtual-golf-day throughout the day. The themes were Empowerment & Inspiration, Instruction & Tips, Leadership, Fitness, Discovery & Travel and – aptly - Unity around the Globe. Over 134 hours of content has been viewed to date and will continue to be available to watch on the website.

The Ambassadors and Women's Golf Day are delighted with the results and hopes that more golf venues will see the success of the campaign and get on board for the revised live events date on September 1st. Founder, Elisa Gaudet comments: "We were honoured to bring so many people around the world together for an inspiring day of sharing, particularly given the challenges the world has faced these past few months. Virtual was a new approach for us, and I delighted that we have been able to entertain, educate and raise essential funds for Charity. Now more than ever, it is important to show our unity and to bring communities together. I have always believed that golf has the power to do this and I urge all golf venues to sign up their location and participate in our September 1st as events take place around the globe"

Furthermore, thanks to the incredible response from organisations and individuals across the world of golf who donated items to the auction, WGD was able to raise over \$20K for Doctors Without Borders / Médecins Sans Frontiers (MSF) global response to the COVID-19 pandemic. These funds will be used to continue their essential work around the globe, in many of the countries where Women's Golf Day has enjoyed tremendous support over the past 5 years.

WomensGolfDay



Visit <https://womensgolfdays.com/register/> to register your venue for the revised date which promises to be an incredible global single day celebration of women's sport. In response to COVID-19 and to assist locations, the registration fee is waived by using code WGDUNITES before August 1st

PRESS RELEASE ENDS

WomensGolfDay



Women's Golf Day Supporters:

Ahead, All Square, Annika Foundation, ASIAN GOLF, Billy Casper, Breast Cancer Research Foundation, 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, NCGOA, NCGOA Canada, PGA of America, PGA TOUR, The R&A, Superstore, Sky Sports, TopGolf, TPC Properties, Troon, Troon International, SwingDish, 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 Doctors Without Borders / Médecins Sans Frontières (MSF)

Doctors Without Borders/Médecins Sans Frontières (MSF) is an international medical humanitarian organization delivering care to those most in need. Its team of over 43,000 doctors, nurses, logisticians, epidemiologists, mental health professionals, administrators, and others assist people caught in crises around the world. In more than 70 countries, MSF saves lives threatened by violence, disease, malnutrition, exclusion from health care, and catastrophic events. MSF's decision to launch projects in any crisis is based solely on its expert assessment of people's medical needs, regardless of race, religion, or political affiliation. MSF's independent, neutral and impartial funding allows the organization access to patients in conflicts where others cannot go. It serves no agenda other than delivering quality medical care.

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