



PGA™



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PGA FREE LESSON MONTH ADDS FREE FAMILY GOLF CLINICS in 2010

PGA/LPGA Professionals offer free 10-minute lessons throughout May to make golfing more enjoyable

PALM BEACH GARDENS, Fla.— Join the millions of people who have improved their golf game the last 12 years by participating in PGA Free Lesson Month held at facilities nationwide throughout May. New for 2010, PGA Free Lesson Month has added free family golf clinics, giving families the opportunity to learn and participate in the game of golf together.

“We have added free Family Golf Clinics during PGA Free Lesson Month this year, giving families who are looking for new things to do an opportunity to do something different and have an unforgettable experience,” said PGA of America President Jim Remy. “Whether as an individual or with friends or family, PGA Free Lesson Month offers the perfect excuse to get outside, learn new skills and get a little exercise, all while enjoying the game of golf.”

PGA Free Lesson Month is designed to reach new golfers and help existing golfers improve their game with free, 10-minute golf lessons conducted by participating PGA and LPGA Professionals nationwide throughout the month of May. PGA Free Lesson Month gives individuals and families an opportunity to improve their game, making golf more fun and enjoyable for everyone. While the affordability of PGA Free Lesson Month is evident, since it’s complimentary, the health benefits received by playing the game of golf are invaluable as well.

All PGA/LPGA Professionals participating in PGA Free Lesson Month along with a list of family golf clinics can be found at PlayGolfAmerica.com.

According to *Golf Digest*, a person can learn a number of various techniques in a 10-minute lesson. How to change your grip to cure a slice, how to read breaking putts and how to draw the ball for more distance are just a few things that can be tweaked during a free lesson with a PGA/LPGA Professional.

Since The PGA of America and *Golf Digest* jointly launched this nationwide campaign in 1998, more than 1,131,000 free lessons have been given. Last year, nearly 5,241 PGA/LPGA Professionals nationwide gave more than 80,075 free lessons to consumers. Nearly 800 10-minute lessons were given to individuals with disabilities.

“The number of free lessons that have been given over the past 12 years is an incredible accomplishment and the Family Golf Clinics that have been added this year are a fantastic, new component to the program,” said Jerry Tarde, chairman and editorial director of Golf Digest Publications. “We are extremely proud to be associated with PGA Free Lesson Month and thank The PGA of America and the thousands of PGA and LPGA Professionals who continue to dedicate their time to make this such a successful initiative.”

One of the most successful growth-of-the-game initiatives in the golf industry, PGA Free Lesson Month is a collaborative campaign spearheaded by The PGA of America, Golf Digest Publications and Golf Channel.

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Every golfer who takes a free lesson is encouraged to register at PlayGolfAmerica.com/FLM to enter a sweepstakes to win a two-day/two-night golf getaway to The PGA Center for Golf Learning and Performance in Port St. Lucie, Fla., including hotel accommodations, round-trip, economy airfare, and a custom-fit set of golf clubs. One hundred runners-up will receive a copy of The PGA's *First Swing Golfer's Guide* and a 2009 PGA Championship DVD.

PGA Free Lesson Month is one of several programs designed to grow and stimulate participation in the game of golf under Play Golf America, a national marketing umbrella campaign that is supported by the golf industry. Play Golf America was developed by The PGA of America, with the support of Allied Associations including: the LPGA, National Golf Course Owners Association, PGA Tour, USGA and others involved in the annual Golf 20/20 Conference.

Since 1916, **The PGA of America's** mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry. By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf. Visit pga.com or PlayGolfAmerica.com to learn more.

Golf Digest Publications: (Contact: Bret Hopman, bret.hopman@golfdigest.com, 212-286-2059)

Golf Digest Publications has teamed with The PGA of America since the campaign's inception. The web site for *Golf Digest* and *Golf World* (GolfDigest.com) features a section on PGA Free Lesson Month, along with information on how to sign up for a free lesson and register to win a golf school package. In addition, the program is mentioned in the May issue of *Golf Digest* and the April 26 issue of *Golf World*, and there is a coupon in the May issue for readers to sign up for a free lesson.

Golf Channel: (Contact: Jeremy Friedman, jfriedman@golfchannel.com, 407-355-4063)

Golf Channel has partnered with The PGA of America to support PGA Free Lesson Month for eight consecutive years. Golf Channel promotes PGA Free Lesson Month through television programming and on the Web at golfchannel.com, reaching more than 120 million viewers. The Grand Prize for the PGA Professional who gives the most lessons during PGA Free Lesson Month (based on web site registrations) is an appearance on a Golf Channel instructional program.

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