



**MEDINAH**  
2012

## 2012 RYDER CUP OUTREACH PROGRAM

On behalf of the 2012 United States Ryder Cup Team, The PGA of America and the PGA Tournament Corporation will direct \$2.6 million to designated charities and growth of the game junior golf initiatives as a way to leverage the Ryder Cup and also provide outreach support to communities nationwide.

All 12 members of the U.S. Team, along with Captain Davis Love III are able to designate \$100,000 to the charity of their choice. Another \$100,000 will be directed to help launch and support PGA junior golf programs designed to introduce children to the game; provide unique approaches to play the game; and deliver world class coaching and mentoring to advanced juniors who may not otherwise have the financial means to play.

Programs that will benefit directly from this support include the:

- Ryder Cup Junior Academy
- PGA Junior League Golf
- PGA Sports Academy programming through a partnership with the Boys & Girls Clubs of America

Since the U.S. Ryder Cup Outreach Program began in 1999, more than \$18 million has been donated on behalf of the U.S. Ryder Cup Team and Captain.





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## 2012 RYDER CUP OUTREACH PROGRAM RYDER CUP JUNIOR ACADEMY

In response to recommendations from past United States Ryder Cup Team Captains, The PGA of America created the Ryder Cup Junior Academy. This initiative is designed to expand the outreach of the Ryder Cup and provide aspiring young players, who may otherwise do not have the means to attend, the opportunity to experience an elite player-development academy.



The Ryder Cup Junior Academy is a seven-day program conducted at the PGA Center for Golf Learning and Performance in Port St. Lucie, Fla. Award-winning PGA Professionals from across the country team up with the on-site staff to provide coaching and instruction with emphasis on swing mechanics, competitive course management, technology, fitness and physical assessments. Past Ryder Cup Team Captains and players are invited to participate and share insight on the history of the Ryder Cup and match-play competition.

Among those who have graciously provided their expertise to the students at the Academy are Ryder Cup Captains Billy Casper, Lanny Wadkins, Hal Sutton and Dow Finsterwald, as well as 2010 U.S. Ryder Cup Team Member Dustin Johnson.





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## 2012 RYDER CUP OUTREACH PROGRAM PGA JUNIOR LEAGUE GOLF

The PGA of America partnered with LEJ Sports to create PGA Junior League Golf, an exciting new team concept for young players throughout the country. PGA Junior League Golf incorporates a “Little League” approach to the great game of golf, where every youngster gets the chance to play. Designed to better socialize the game of golf for juniors ages 7 to 13, PGA Junior League Golf features a team vs. team format in a structured league, which provides for a more popular, less stressful competition. The emphasis is on fun, recreation, and the sportsmanship of the game for players of any skill level.



PGA Junior League Golf will focus on developing teams in each geographic market, with competition from May to July under a series of 9-hole matches using a two-person Scramble format. Teams will compete in regional championships with a chance to advance to the annual PGA Junior League Golf National Championship.

The program launched nationwide in 2012 in 22 markets with 29 leagues consisting of 123 teams participating in league play. The goal is to have 500 teams by 2013 and 2,000 teams by 2017, with hundreds of thousands of kids of all ability levels having fun playing PGA Junior League Golf.

With Ryder Cup Outreach support and connection to this leading brand in golf, PGA Junior League Golf could easily surpass all objectives.



**Junior League Golf World Series**



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## 2012 RYDER CUP OUTREACH PROGRAM BOYS & GIRLS CLUBS OF AMERICA

The PGA of America and the United States Golf Association have partnered with the Boys & Girls Clubs of America, as their Official Youth Development Partner, in a new five-year mission that will introduce youth nationwide to the game of golf through the PGA Sports Academy junior golf development program. The PGA is providing golf training equipment and instructional support from PGA Professionals to help youth build character, develop healthy lifestyles and learn the game of golf.



Launched in 2012, the new program targets 50 Clubs in 47 cities. Plans call for expanding the program to more than 600 Clubs over the next five years, introducing golf to more than 30,000 youth. Clubs will implement the six-week programs at least twice a year, conduct a variety of family programming and encourage kids to participate in PGA Junior League Golf.

Thanks to Ryder Cup Outreach support, this program will be firmly positioned to connect PGA Professionals with Boys & Girls Clubs across the country.

