

FACT SHEET

Junior Golf



PGA

Since its founding in 1916, The PGA of America's mission has been to promote interest in the game of golf and elevate the standards of the golf profession's vocation. The foundation of any PGA Professional's training and livelihood is the ability to teach or coach others.

As part of that mission, The PGA continues to position itself as the leader in junior golf. The junior golf programs The PGA of America manages and supports are designed to introduce children to the game; provide unique approaches to play the game; and deliver world class coaching and mentoring to juniors.

PGA Sports Academy Powered by UnitedHealthcare

In 2011, The PGA launched the PGA Sports Academy Powered by UnitedHealthcare - a fun, systematic approach to growing participation with PGA Professionals at the forefront of the experience.

The Sports Academy curriculum includes phased levels of instruction, making the program adaptable for youth of any age, fitness level or golfing ability. The programs are taught by certified PGA professionals and include instruction and development in the core areas, including:

- golf skills
- fitness and nutrition
- near-golf and play activities
- sportsmanship, rules and safety

The Sports Academy consists of three levels - Player, Sport and Champion levels - that develop the necessary physical and golf skills to practice, improve and enjoy the sport of golf. Youth are tested before they begin each level to determine their level of experience and establish personal goals.

The program will also give participants a practice program to improve their skills on their own. All levels of the program include health and diet information such as proper nutrition and hydration before, during and after exercise. Parents of PGA Sports Academy students will also receive resources to help them support their child in his or her development in the game of golf. The PGA Sports Academy Powered by UnitedHealthcare is offered at more than 1,550 facilities nationwide.

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. PGA Junior League Golf fits within the Champion level of the PGA Sports Academy powered by UnitedHealthcare.

Boys and Girls Club of America Partnership with The PGA and USGA

As part of a historic long-term strategic alliance, the Boys & Girls Clubs of America (BGCA) has partnered with The PGA and USGA to impact the lives of youth across America through the introduction of the sport of golf. Based on a successful pilot project first tested in 2010, the new partnership will feature golf programming and instruction taught by PGA Professionals, along with support from BGCA staff and community volunteers.

The program launched in the spring of 2012 at 50 BGCA sites that host 50 to 100 kids each, and then eventually develop a projected 130,000 new junior golfers nationwide by 2016. The bulk of the program will take place right at Boys & Girls Clubs facilities, where the PGA Sports Academy powered by United Healthcare curriculum and activities will be utilized to provide introductory experiences. The students will enjoy field trips to local golf courses and structured next-step programs will be offered for retention of interested players.

The Boys & Girls Clubs of America chartered clubs include: 1,400 schools, 390 military installations, 390 public housing areas and 200 Native American lands. Nearly 90 percent of the children in these clubs are ages 15 and under, with 65 percent representing African-American, Hispanic, Multi-Racial, Asian and Native America backgrounds. The BGCA community includes 51,000 staff; 186,000 volunteers and 28,000 board members.

Lorena Ochoa Golf Foundation

The PGA has committed \$50,000 to the Lorena Ochoa Golf Foundation (LOGF) over a two-year period to support its efforts to form a network of “Ambassador” facilities that offer low-cost instruction by PGA and LPGA Professionals, and playing opportunities for new golfers. Ambassador facilities and their staff also support ongoing “Neighborhood” events, bringing mobile golf experiences into targeted Hispanic communities.

PGA Alliance with United Southern Eastern Tribes (USET)

On June 17, 2010 Resolution No. 2010:025 supporting an alliance between USET and The PGA of America was passed by the USET Board of Directors. As a result of this alliance, USET and The PGA will work collectively to promote golf as a fun and healthy activity for the entire family in each USET member Tribe. The goal of the PGA and USET alliance is to improve the health, wellness, academic performance, education and employment opportunities for America’s 2.4 million Native Americans through The PGA’s junior and family golf programs.

PGA Partnership with Notah Begay III Foundation (NB3 Foundation)

In the fall of 2011, The PGA of America and the Notah Begay III Foundation launched a partnership to host a series of “Play Golf Native America Days” at Native American-owned golf facilities in New York, California and Oklahoma. The goal of the partnership is to create more opportunities for Native Americans to receive junior golf programming, access to golf equipment and golf courses, and fitness and nutrition programming to help Native American youth and their families enjoy the sport of golf for a lifetime.

Health and wellness are at the forefront of the partnership as The PGA and the NB3 Foundation look to create awareness to help fight childhood obesity and Type 2 diabetes. The PGA Sports Academy powered by UnitedHealthcare junior golf curriculum is utilized in the golf programs to help Native American youth learn and have fun developing the necessary physical and motor skills for golf through sports and activities. The “Play Golf Native America Days”, and follow-up NB3 Foundation and PGA programs, are designed to keep Native American youth and their families engaged with fitness and nutrition on and off the golf course.



Presidential Active Lifestyle Award (PALA)

The PGA joined the First Lady and the President's Council on Fitness, Sports & Nutrition, to support the Million PALA Challenge which was created to motivate at least one million Americans, including youth, to get active and earn the Presidential Active Lifestyle Award (PALA). The PGA & The First Tee were recognized by U.S. Secretary of Health and Human Services Kathleen Sebelius as one of the organizations able to deliver over 100,000 participants that completed the six week program in 2011.

"Let's Move on Course"

As part of the 2010 PGA Championship, The PGA of America introduced "Let's Move! on Course" to promote the health and fitness benefits that come with spending time walking the golf course, especially for junior golfers. Fans attending all PGA Spectator Championships are invited to pick up a free pedometer that allows them to track their steps as they followed their favorite golfers around the course.

Move It Movement

In 2011, the PGA joined the Cartoon Network with a golf station in their nationwide tour "Move It Movement" to get kids engaged in physical activity. Move It Movement consisted of 22 events across the U.S. with over 17,000 people participating.

PGA and The First Tee

The PGA is a founding partner for The First Tee and has donated over 6 million dollars to The First Tee since its inception in 1997 to help introduce youth to golf and teach them the life skills that are inherent with the game. Over 800 PGA and LPGA Professionals are employed in The First Tee's 198 Chapters that have 705 program locations with over 3.5 million participants.

PGA Community Relations and Outreach

PGA Sports Academy powered by UnitedHealthcare Youth Clinics

The PGA conducts PGA Sports Academy Youth Clinics around the PGA Championship, Senior PGA Championship, Ryder Cup and PGA Professional National Championship each year to introduce youth in the community to golf and fitness as well as connecting them with local PGA Professionals and their programs.

Over 100 PGA Professionals volunteer and give lessons each year at PGA Community Relations Youth Clinics which average with an average attendance of 250 youth for each clinic.

Ryder Cup Youth Skills Challenge

As part of the 2012 Ryder Cup, the Illinois Section PGA took this effort to a higher level in coordinating the summer-long Ryder Cup Youth Skills Challenge. More than 3,000 Illinois junior golfers participated in four separate regional final qualifiers and this will culminate in a final showdown at the 39th Ryder Cup taking place Sept. 25-30, 2012, at historic Medinah (Ill.) Country Club.

As a presenting sponsor, TaylorMade/adidas provided prizes and other forms of event support.

Every junior participant received one practice round ticket to the 2012 Ryder Cup for themselves, plus one practice round ticket for one parent or guardian. Male and female champions in each of the four age groups will receive additional prizes and VIP treatment at the Ryder Cup.

Ryder Cup Junior Academy

The Ryder Cup Junior Academy, which offers a full week of instruction to selected juniors, was developed in response to recommendations made by past United States Ryder Cup Captains and designed to provide aspiring junior golfers, regardless of ethnic or economic background, an elite player-development experience with focus on competing in match-play and stroke-play formats. The Academy is a unique, once-in-a-lifetime experience. It celebrates the passion of the Ryder Cup, while inspiring participants to achieve greatness and to improve their lives through the game of golf.



A total of 81 juniors attended the Ryder Cup Junior Academy in 2012.

Each of the 41 PGA Sections nationwide are given the opportunity to nominate one boy and one girl each, with the remainder of the juniors selected through an at-large process. Also receiving invitations are boy and girl participants from the Notah Begay III Foundation, Lorena Ochoa Golf Foundation, Bill Dickey Scholarship Association, Pan-American Golf Association, and the AJGA Ace Grant Program.

PGA Professionals and Junior Golf

(Source: PGA's 2011 Player Development Host Facility Survey)

Junior Camps:

- 75% of PGA staffed facilities offered Junior Camps in 2011
- PGA staffed facilities reporting data averaged 76 juniors and reached a total of 262,600

Junior Instruction:

- 86% of PGA staffed facilities offered other junior instruction in 2011
- 849 PGA Professionals teach golf in school programs
- 329 PGA Professionals provide golf instruction to local Boys and Girls Clubs
- 212 PGA Professionals provide golf instruction at local YMCA's

Junior Playing Programs:

- 3,240 PGA staffed facilities offer junior rates
- 1,400 PGA staffed facilities offer some type of 9-hole league for juniors
- 960 PGA staffed facilities offer junior leagues playing less than 9-holes
- 646 PGA staffed facilities report offering "Kids Play Free" when accompanied by a paying adult

Girls Golf:

- 720 PGA staffed facilities offer junior programs targeting girls
- 77 PGA Professionals are site directors for the LPGA-USGA Girls Golf Program at 267 sites

PGA Family Course:

- 660 PGA staffed facilities offered the PGA Family Course in 2011
- In 2011, participating courses reported an average of 304 rounds at \$15 per round.
- The PGA Family Course Program creates a short course experience within existing regulation golf courses.

Family Golf Month:

- 2,477 PGA staffed facilities hosted this program in July of 2012.
- In 2011, host facilities average 88 participants
- \$6,860 median revenue in additional sales (equipment, merchandise, instruction, tee times, leagues and memberships)

Impact of Junior Golf

- 33% of those introduced to golf as juniors were still playing golf at 25-years-old or older
- 49% of those introduced to golf as juniors and having played in a structured junior program were still playing golf at 25-years-old or older
- Of the various age groups taking up golf as a junior, those who began playing regularly at ages 8 and 9 played the most golf rounds as an adult

(Source: Golf 20/20 Household Survey - 2000)



High School Golf:

Boys:

- 157,062 golfers participate on high school teams
- 13,543 schools offer a golf program
- 5th most popular sport based on # of school participation
- 8th most popular sport based on # of participants

Girls:

- 69,223 golfers participate on high school teams
- 9,344 schools offer a golf program
- 8th most popular sport based on # of school participants
- 10th most popular sport based on # of participants

*(Source: National Federation of State High School Associations
2009/10 Athletics Participation Survey)*

PGA of America Junior Golf Tournaments

Junior PGA Championship:

- Since 1976, The PGA has hosted the Junior PGA Championship
- More than 6,000 juniors participated in PGA Section qualifiers, plus leading performers from the PGA Junior Series and other national tournaments were invited to this Major Championship for Juniors
- 78 Boys and 78 Girls competed in a 72-Hole Major Stoke Play Championship in 2012

Junior Ryder Cup:

- Six Boys and Six Girls from the United States qualify to represent their country in the Junior Ryder Cup competition against a team from Europe
- In 2012, the teams will come together for the 8th Junior Ryder Cup, Sept. 24-25, at Olympia Fields (Ill.) Country Club
- Juniors qualify based on performance in PGA Section and PGA Junior Series events, the Junior PGA Championship, as well as other national junior tournaments throughout the year
- This event is held every other year in conjunction with the Ryder Cup, with the first event part of the 1995 Ryder Cup at Oak Hill in Rochester, N.Y.

PGA Junior Series:

- A series of seven junior tournaments were conducted across the country in 2012
- Events are open to boys and girls from 13 to 18 years old
- Nearly 1,000 junior contestants participated in 2012

For more information on any of The PGA of America or Junior Golf, please contact Randy Stutzman at 561-624-8438 or rstutzman@pgahq.com

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