

USGA Launches "Driving Golf Forward"

Multi-year Campaign Drives Deeper Impact in Golf Innovation, Accessibility, Historic Preservation and Golf Career Development

MIAMI BEACH, Fla. (Feb. 3, 2018) – As part of its commitment to ensuring a healthy future for golf, the United States Golf Association (USGA) announced today the launch of *Driving Golf Forward*, a multi-year campaign focused on four key impact areas. USGA CEO/Executive Director Mike Davis introduced the campaign during the organization's Annual Meeting in Miami Beach, Fla.

"The health and future of golf are fueled by strong leadership, resources and meaningful initiatives," said Davis. "This campaign will support and develop programs that positively impact our game and create new opportunities for golf to grow and endure."

The campaign will help fund cutting-edge innovation and industry-leading research designed to improve the golfer experience and help golf facilities reduce their reliance on critical resources such as water, nutrients, chemicals and energy by 25 percent by 2025. The planned increases in investment include the development of global forums to better connect the worldwide golf community and produce positive, collaborative change.

It will also support the USGA's long-term goal of boosting inclusivity in the sport through increases in participation by juniors, as well as broadly supporting accessibility and adaptive golf, improving golfer experiences in the game.

Efforts that provide workplace training and meaningful pathways to employment for new leaders in the golf industry, such as the P.J. Boatwright Jr. Internship Program, USGA Learning Science Through Golf, and others will be expanded. Creating a diverse generation of emerging professionals and volunteers will spur a healthier future for the game.

Preserving and sharing golf's historical record, artifacts and data requires investments in technology, resources and public programs. The largest and most comprehensive collection of the game's stories is housed at the USGA Golf Museum, providing researchers and visitors with access to authoritative information and extensive collections. The program intends to build programs and resources that will inspire a deep appreciation of the game's rich history among future generations.

"Golf has an active community of individuals who support efforts to grow the game and we've heard they



2018 Annual Meeting, Mike Davis

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want to do even more,” said Sarah Brady, head of the USGA Foundation. “*Driving Golf Forward* provides an opportunity to play a direct role in the future of golf and invest in important programs that will make a difference.”

To learn more and to donate to *Driving Golf Forward*, please visit: <http://www.usga.org/content/usga/home-page/clubhouse/foundation/usga-foundation-landing-page.html>.

About the USGA

The USGA celebrates, serves and advances the game of golf. Founded in 1894, we conduct many of golf’s premier professional and amateur championships, including the U.S. Open and U.S. Women’s Open. With The R&A, we govern the sport via a global set of playing, equipment and amateur status rules. Our operating jurisdiction for these governance functions is the United States, its territories and Mexico. The USGA Handicap System is utilized in more than 40 countries and our Course Rating System covers 95 percent of the world’s golf courses, enabling all golfers to play on an equitable basis. The USGA campus in Liberty Corner, New Jersey, is home to the Association’s Research and Test Center, where science and innovation are fueling a healthy and sustainable game for the future. The campus is also home to the USGA Golf Museum, where we honor the game by curating the world’s most comprehensive archive of golf artifacts. To learn more, visit usga.org.

About the USGA Foundation

The USGA Foundation is the member engagement and fundraising program within the United States Golf Association, a 501(c)(3) nonprofit organization. The USGA Foundation secures resources to fulfill the USGA’s commitment to invest in programs and solutions that best serve golf for all who love and play it. The foundation is focused on four impact areas that are essential to the health and future of the game: ensuring accessibility and promoting participation, investing in golf innovation, preparing golf’s next generation of leaders and celebrating golf’s greatest stories.

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<http://mediacenter.usga.org/news-releases?item=122580>