USGA Media Center

FAR HILLS, N.J. (Nov. 29, 2016) – The United States Golf Association (USGA) has reimagined its online shopping experience, expanding its product lines while making it easier for fans to find and purchase their favorite championship merchandise. The result is a new USGAshop.com that has been launched in collaboration with Fanatics, the global leader for licensed sports merchandise, complete with a new 24/7 customer support model and improved flat rate shipping costs.

The new site will serve as the apparel, headwear and gift headquarters for all 13 annual championships conducted by the USGA. Exclusive merchandise and accessories for the 2017 U.S. Open Championship, scheduled for June 15-18 at Erin Hills in Erin, Wis., has been released as well, featuring the distinctive Erin Hills logo.

“Our fans want to own a piece of golf history from every U.S. Open and USGA event they attend,” said Sarah Hirshland, USGA senior managing director of Business Affairs. “Merchandise has an incredible ability to connect enthusiasts with their passions and personal memories. We want to make it easy for them to order merchandise and celebrate our championships at any time.”

Fans shopping the new and improved site will benefit from seamless desktop and mobile-optimized navigation, faster delivery options and a more streamlined end-to-end shopping experience.

Enhanced search technology will allow shoppers to more easily find items they want, with a significantly expanded inventory. The site will offer hundreds of products – including polos, outerwear, glassware, flags and golf hats – in time for the busy holiday season. Select USGA products will also be available through Fanatics’ worldwide fan portal.

The USGA has also launched USGAcardshop.com through its new relationship with greeting card and stationery specialist Viabella. More than 35 holiday card designs popular with USGA members and golf enthusiasts have been released, with standard message options and the ability to create personalized cards that include photos and messages. Starting in quantities of 20 cards per order and deliverable within a few business days, the secure ordering system is available to both consumers and businesses.

The USGA has also reinvented USGApublications.com, the portal for ordering *The Rules of Golf*, *Decisions on the Rules of Golf* and other educational materials. In line with the Association’s commitment to sustainability, many of the USGA publications incorporate soy inks and are printed using solar- and wind-generated power sources through its relationship with Allied Printing, Inc. New to the website is the capability for individual consumers, as well as golf associations, golf facilities and schools and universities, to place orders online.

Additionally, shoppers looking to take home a piece of history can continue to purchase photographs from one of the most comprehensive collections of golf photography in the world. Visitors to the USGA Photo Store can shop from more than 500,000 timeless images, including original black-and-white prints from the beginning of golf and photography in the United States, as well as an extensive collection of contemporary images. Each year, more than 15,000 images are added to the collection from the USGA’s film library, championships and other assignments.

The suite of product sites features a clean, modern look and feel, in tune with the USGA branding and delivers a consistent shopping experience. They can be accessed through the association’s flagship site, usga.org and their unique URLs: www.USGAshop.com, www.USGAcardshop.com, www.USGApublications.com and USGA Photo Store.

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