

New York, NY (January 13, 2019) || ShelS announced today that the Ladies Professional Golf Association and the United States Golf Association will join its ShelS Collective of sports organizations. This marks the first formal addition of major golf organizations to the ShelS Collective.

ShelS, which launched to the public in May 2018, made history by becoming the first organization to bring together leagues, organizations, athletes, and business leaders from across the men's and women's sports world in support of one mission - to connect with and mobilize fans to grow women's sports. The ShelS Collective includes organizations such as the Women's National Basketball Association, WWE, US Tennis Association, Canadian Football League, and National Women's Soccer League, as well as more than 150 athletes and business leaders.

With the addition of these two significant golf entities, ShelS expands its work into a sport that has a long history of providing female athletes a dedicated place to compete and build a career. The partnerships with both the LPGA and USGA will focus on digital marketing and experiential efforts, including activity around tournaments and major championships such as the 75th U.S. Women's Open in June 2020.

The LPGA began working with ShelS earlier in the year in an unofficial capacity, participating in campaigns like #WomenWorthWatching around the US Tennis Open and in the STEM Meets Sports content series that ShelS launched in partnership with the Lyda Hill Foundation in October. Through the formal partnership, joint efforts will help to amplify the existing #DriveOn work from the LPGA and storytelling efforts around LPGA athletes.

Roberta Bowman, Chief Brand and Communications Officer said, "The LPGA is one of the longest-running women's professional sports organizations in the world. Over our 70-year history, this feels like the most exciting, opportunity-rich time for all organizations committed to women and their dreams to be professional athletes. The ShelS Collective fills an important role in bringing together leaders of women's pro sports to collaborate on our shared goals. By working together, we amplify the messages and efforts of our respective organizations and increase fan engagement and sponsorship."

The USGA joins the ShelS Collective at an exciting time in its growth with a focus on increasing attention around its women's championships, specifically the U.S. Women's Open which is entering its milestone 75th year, as well as the U.S. Women's Amateur, which in 1895 marked the beginning of competitive female golf in the United States. In joining the ShelS Collective, USGA executives and the ShelS Collective leaders will create new opportunities to engage golf fans around tentpole events throughout the year while collaborating with other league and organization leaders to centralize learnings and resources.

"The USGA is excited to join a diverse and powerful group of leaders who share a dedication to increasing visibility for female athletes and more broadly, women in sport. The USGA has a long history of working to grow the game for women, from competitive opportunities through championships to accessibility and governance support for recreational players," said Craig Annis, Managing Director, Marketing & Communications.

In addition to their support of professional and amateur athletes, the LPGA and USGA also partner on LPGA*USGA Girls Golf, a national junior golf program that specializes in providing girl-friendly environments for juniors to learn the game. The program boasts more than 500 sites, and 80,000 participants, throughout the country.

ShelS Founder and President, Brenda Andress said, "We are thrilled to welcome these two incredible organizations to our ShelS Collective. For decades, the sport of golf has been a leader in giving women a place to play and earn a living in sports. The long histories of both organizations will bring a wealth of knowledge into our Collective group and we are excited for what this collaboration will mean for the overall growth of ShelS and how we are able to connect with and mobilize more fans."

About ShelS:

Founded in 2017 and launched to the public on May 1, 2018, ShelS was established with a vision to use the power of sports to create a future of, by, and for strong women. It's mission is to connect with and mobilize fans to grow women's sports. This is achieved through driving attendance and viewership of women's sports at all levels, connecting through storytelling to inspire fans to take action, and centralizing resources to create sustainable growth of women's sports. The ShelS Collective includes leaders from every major sport, and represents the first time in history that all of these sports leagues and organizations have stood together in support of one cause. To learn more, visit sheissport.com or follow the team on social media @teamsheis.

About LPGA:

The LPGA is the world's leading professional golf organization for women. Founded in 1950 and headquartered in Daytona Beach, Fla., the association celebrates a diverse and storied membership with more than 2,300 members representing more than 30 countries. With a vision to inspire, empower, educate and entertain by showcasing the very best of women's golf, LPGA Tour Professionals compete across the globe, while the Symetra Tour, the official development and qualifying tour of the LPGA, consistently produces a pipeline of talent ready for the world stage. Additionally, LPGA Professionals directly impact the game through teaching, coaching and management.

The LPGA demonstrates its dedication to the development of the game through The LPGA Foundation. Since 1991, this charitable organization has been committed to empowering and supporting girls and women through developmental, humanitarian and golf community initiatives, including LPGA*USGA Girls Golf, the LPGA Women's Network and the LPGA Amateur Golf Association.

Follow the LPGA on its television home, Golf Channel, and on the web via LPGA.com. Join the social conversation at facebook.com/lpga, twitter.com/lpga and youtube.com/lpgavideo, and on Instagram at [@lpga_tour](https://www.instagram.com/lpga_tour).

About USGA:

The USGA is a nonprofit organization that 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, handicapping and amateur status rules. 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.

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