



EWGA Embraces New Members, Programs and Services in 2012

(PALM BEACH GARDENS, FLORIDA) - EWGA - the trend-setting organization which enables current and aspiring business and professional women to learn, connect and play through golf - is using the power of its more than 14,000 members and their \$66 million impact on the game in 2011, to create new opportunities for existing members and welcome new ones.

EWGA is the largest women-focused amateur golf association in the U.S., with 125 chapters in nearly every U.S. major market and corporate center, and in Canada and Europe. It provides affordable, organized golf, free networking, business and success insights from accomplished executives, travel and equipment discounts, and a variety of local and national benefits.

"We are constantly evolving to provide meaningful experiences and connections for our diverse members, allowing them to more fully engage in a membership tailored to their needs - young or mature, beginner or established golfer, traveler or stay-at-home," said EWGA Chief Executive Officer Pam Swensen. *"EWGA is helping women stay in the game, through contemporary, customized programs and services, and building lifelong friendships."*

Among the many benefits offered in 2012, all EWGA members will have access to the nation's largest amateur golf tournament, interface with industry leaders such as Donna Orender, Mark Steinberg and Ty Votaw through a series of Web Café talks and Golfpalooza (its national 4-day conference), enjoy admission to all domestic LPGA and Symetra Futures Tour events, use discounts at over 250 golf courses across the U.S., and have multiple playing and learning opportunities in local communities across the country all year long. Initial membership to join EWGA at the Classic level costs \$155; thereafter, annual Classic level membership renewals are \$130 per year.

At the core of its 2012 initiatives is the plan to broaden its reach and appeal to new members who are in their prime career growth years and looking for tools to succeed. The association now promotes itself as EWGA, an acronym in which "E" takes on the professional or personal meaning it holds for each individual.

Enriching, enjoyable, extensive, enlightening, expedient, energetic and essential are some of the many definitions women assign the "E" in EWGA. Reflecting this reality is the EWGA's 2012 promotional slogan "What's Your E?"

A recent poll of EWGA's members resulted in the national campaign.

"I joined EWGA to find like-minded women to play golf with," said member Joan of the Chicago-Metro Chapter. *"The friendships I've made along the way have grown into more worth than an annual membership fee. I know the friendships I've gained will endure forever."*

"I enjoy the friendships, but I keep coming back for the golfing opportunities - playing a variety of courses (including some that I wouldn't be able to access otherwise), chances for competition and golf travel draws me to EWGA," said member Julie from the Raleigh, N.C., chapter.

"EWGA provides a comfortable environment for women to begin their 'relationship' with golf. I love the positive energy and excitement of a novice golfer who is receiving encouragement from our group - and then she hits a shot well and that feels really great," said member Sharon, of the Boston chapter.

Based on a 2011 survey conducted by the PGA of America, EWGA members represent some of the most passionate golfers in the game, logging more than 35 rounds annually on average and spending over \$4,500 individually towards rounds, equipment, travel and other golf-related items. The majority are in their prime earning years, with 27% in management or senior management positions within small and large international corporations. Many were beginner golfers when they first joined, hoping to advance their careers and their game.

"EWGA focuses on working women who need a supportive, proactive environment to learn or compete in golf. It empowers them on and off the course," said Swensen. *"And we have fun doing it. EWGA women are more connected within their chapters as colleagues, contemporaries and friends than any other organization they join."*

For more information about EWGA, membership and chapter locations, visit www.ewga.com.

About the EWGA

The largest women's amateur golf association in the U.S., the EWGA has connected more than 100,000 current and aspiring business and professional women who share a passion for golf and good times. EWGA membership offers many benefits, including affordable organized golf that fits a working woman's schedule, networking, competition, and learning opportunities that support career advancement. EWGA chapters throughout the United States - and in Canada and Italy - are located in over 125 corporate markets with members that are actively engaged in golf and business.

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