

Executive Women's Golf Association to be Rebranded as LPGA Women Who Play

This news release was written by LPGA Communications.

RANCHO MIRAGE, Calif., March 27, 2018 – The Ladies Professional Golf Association (LPGA) announced today that the Executive Women's Golf Association (EWGA) will officially join the LPGA family and be rebranded as '[LPGA Women Who Play](#),' the final structural step in a strategic alliance between the two organizations to further promote the growth of women's golf.

The EWGA will become a branch of the LPGA Foundation with an overarching goal to create additional playing opportunities for women golfers, which is viewed by both organizations as the perfect complement to the LPGA Women's Network, a digital platform for female players to share their passion for the game.

The newly created LPGA Women Who Play will remain focused on creating local and national golf communities and experiences for its thousands of members and hundreds of chapters across the globe.

"The EWGA is an incredible network of amateur women golfers who love to play this great game," said LPGA Commissioner Mike Whan. "By combining forces with the LPGA, we look to further enhance the benefits and experiences associated with membership. We believe the LPGA can provide both the resources and financial support needed to take this wonderful organization of passionate women to the next level."

Nancy Henderson, Chief Teaching Officer for the LPGA Teaching & Club Professionals and President of The LPGA Foundation, added: "As we rolled out the LPGA Women's Network, it was clear to us that the missing piece was the 'play' component, and we have now been able to welcome the EWGA to the LPGA family as that play component."

“Our intention is take what the EWGA has built in terms of a base over their 25-plus years and to help elevate that by putting the full resources of the LPGA behind it. Our goal is to grow the player and chapter base to create more opportunities for women golfers in a comfortable environment.”

This strategic alliance brings together the LPGA, one of the longest-running women’s professional sports associations in the world, and the EWGA, the largest national women’s amateur golf organization, which currently has nearly 12,000 members spanning approximately 100 communities in the United States, Canada, Bermuda and Italy.

“Our members can expect the same commitment to growing their local and national golf community, now powered by the resources of the LPGA and LPGA Foundation,” said Jane Geddes, who as the CEO of the EWGA will lead LPGA Women Who Play as its Executive Director.

“Not only will this move create enhanced experiences and events for existing members, but we believe it provides our organization with a platform to attract a new audience of women to local chapters and the game of golf.”

While the restructuring of this alliance was made official with today’s announcement during the buildup to the year’s first major championship, the ANA Inspiration, the EWGA and LPGA Foundation will be working hand-in-hand over the coming weeks and months with volunteer leaders and members across the country to ensure a smooth and official transition, chapter by chapter.

Together, the LPGA, LPGA Women’s Network and LPGA Women Who Play will create a seamless transition for women looking to go from aspiring player to recreational golfer and serve as an advocate for positive change within the game.