



## NEWS RELEASE

### **Women on the TEE: EWGA-Canada and Callaway Golf Canada Help Demystify Women's Golf**

**TORONTO - May 12, 2009** - The [EWGA-Canada](#) (Executive Women's Golf Association) and [Callaway Golf Canada](#), kick off the 2009 golf season today with an event designed to help demystify women's golf.

The event, which is being held at [The Club at North Halton](#), will begin with a luncheon highlighted with guest speakers from EWGA-Canada and Callaway Golf Canada who will discuss the growing popularity of women's golf, and the unique challenges and barriers it presents. Women account for one out of every four Canadian core golfers (2006 Ipsos Reid Study) and more importantly, one-third of all new golfers are women. For golf courses to reach out to this important and growing customer base, there are some fundamental considerations.

According to Jane Watson, President of EWGA-Canada, there are ten basic criteria that make a golf course women-friendly and make women want to return:

1. Pro shop has friendly, helpful staff.
2. Pro shop carries rental equipment for women and a variety of women's clothing, balls and shoes.
3. Starters and players assistants treat women's groups the same as men's.
4. Slope rating and handicap conversion material are easy to find.
5. There are two sets of tee boxes rated for women.
6. Forward tees boxes are well maintained and located in appropriate, interesting settings.
7. Benches and ball washers are available on the forward tees on at least one-third of holes.
8. Fully stocked washrooms are accessible every five to six holes.
9. Restaurants and beverage carts offer healthy food choices as well as wine and coolers.
10. There is a 9-hole rate and league available for women golfers.

"Not only is golf a great way to stay in shape but it is also a great social game", added Jane Hooper-Perroud, Marketing Communications Manager at Callaway Golf and part of Callaway's Global Women's Advisory Council. "At Callaway we are committed to supporting women's golf through partnerships with organizations such as EWGA-Canada and the Links For Women Golf Schools, helping make the game more accessible and less intimidating. We also understand that part of being comfortable on the golf course is confidence in equipment and so our women's product offerings are not just stylish and fashionable, but also have been designed specifically for the characteristics of a women's swing."

Katrina Myers, co-owner of [Oakville Executive Golf](#), understands the importance of reaching out to women golfers. "When we launched Oakville Executive about twenty years ago, we recognized

the growing interest of women and were looking to capture that niche market,” said Myers. “There are many women in the GTA with partners who golf, and who are interested in a women-friendly environment where they can learn the game without intimidation. We offer both an executive link 18-hole course and an additional regulation length 9 holes, which many women find more manageable. Our bistro and pro shop staff make every effort to cater to the needs of our women customers.”

### **EWGA-Canada’s Women-Friendly Golf Course Certification Program**

A women-friendly course is one that encourages women golfers to learn, play, and enjoy the game of golf for business and for fun. It takes women seriously and treats them as equal to male golfers. Commencing this season, EWGA-Canada will certify courses that meet women-friendly rating criteria, as identified in the above listing. To receive certification, golf course owners simply visit [www.ewga.ca](http://www.ewga.ca) and complete a brief questionnaire. Golf courses that meet the requirements will be certified as women friendly and provided with a certificate. Their names will be posted on the EWGA-Canada site.

### **About EWGA-Canada**

Founded in 1991, the Executive Women’s Golf Association is a not-for-profit international organization, which provides opportunities for women to learn, play and enjoy the game of golf – for business and for fun. Geared toward the schedules of busy women, the EWGA offers organized play and clinics for all levels of golfers, personal and professional development, learning and mentoring programs and coast-to-coast networking opportunities to develop friendships, business connections, lifelong relationships, and the world’s largest amateur golf tournament. With over 20,000 members, the EWGA delivers a wide range of golf, social and networking activities for both new and experienced golfers at over 120 local chapters throughout the United States and international chapters in Canada and France. EWGA-Canada is headquartered in Toronto, Canada. For more information about the Canadian chapter and its membership, visit [www.ewga.ca](http://www.ewga.ca).

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