



Ladies on the links: Callaway to host women's golf expo in Newmarket

Guests will receive swing advice from CPGA pros and golfer's yoga tips from Trish Stratus

Concord, ON, April 20, 2010 – Women across the GTA are invited to take a swing and strike a pose to get their golf season going at The Ladies' Day Expo by Callaway. This fun, social event kicks off the golf calendar with golf clinics, equipment testing, yoga for golfers featuring Stratusphere Yoga Studio Owner Trish Stratus, a complimentary wine tasting and more.

Callaway teamed with the EWGA-Canada (Executive Women's Golf Association) to host this ladies-only event to get more women involved in the sport in a fun, no-pressure environment. The EWGA is a not-for-profit organization that creates opportunities for women to learn, play and enjoy the game of golf.

The Callaway Ladies' Day Expo will feature the following:

- Golf clinics run by Canadian PGA Professionals
- A demo booth where guests can try out the latest Callaway & Odyssey products
- Trish Stratus will lead a yoga-for-golfers demonstration
- Custom club and putter fitting
- Golf apparel fashion show
- A one-of-a-kind women's only golf boutique featuring the latest Callaway equipment, accessories and fashion, will be on-site specially for this one day event
- Complimentary hors d'oeuvres and wine tasting
- Prizes and giveaways

Admission is \$12. To register, visit www.ewga.ca and click on Special Events.

Event:

Callaway Golf Expo: Ladies' Day

Date:

Saturday, May 8, 2010 from 1 p.m. – 5 p.m.

Location:

Cardinal Golf Club, 2740 Davis Drive West (formerly HWY #9), Kettleby, Ontario

ABOUT CALLAWAY GOLF

Through an unwavering commitment to innovation, Callaway Golf Company creates products and services designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf®, Odyssey®, Top-Flite®, Ben Hogan® and uPro™ brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com/ca.

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.

ABOUT TRISH STRATUS AND STRATUSPHERE YOGA STUDIO

Trish Stratus, a seven-time WWE Women's Champion, retired from the world of professional wrestling in 2006. Stratus owns Stratusphere Yoga Studio - a 5,200 sq. ft. multi-disciplinary yoga centre in Vaughan, Ontario, offering classes in a variety of yoga disciplines. For more information please visit www.trishstratus.com

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