



PRESS RELEASE

Media Contacts:

Sharon Schoof – Grow the Game Project Leader, EGCOA - ss@egcoa.eu

Liz Tjostolvsen – EGCOA - lt@egcoa.eu

European Golf Bodies Announce Launch of Grow the Game Website

Amsterdam, NL – 15. December 2010: The European Golf Bodies are pleased to announce the launch of the Grow the Game website. The website was officially unveiled during the European Golf Business Conference, which took place in London recently (30. Nov. -2. Dec. 2010).

The Grow the Game project and website (www.growthegameofgolf.org) is an idea of the European Golf Bodies and an initiative of the EGCOA, and is based on best practices and feed-back gathered from professional players, course owners and operators from around the world. The project and website have been led by EGCOA Intern, Sharon Schoof.

With concerns throughout the industry regarding slow game growth, and the increase in age of the average golfer, the search for initiatives to introduce new players to the game and to retain existing players is more important than ever before.

Lodewijk Klootwijk, Director of the EGCOA said: “The launch of the Grow the Game initiative and website is a key project for us here at the EGCOA. We have had very positive feed-back and many offers of support from our industry colleagues for this project, which is extremely encouraging.”

About the Grow the Game Website:

The website is the result of many months of research and information gathering, and brings together a range of ‘best practices’ from across the world, all of which aim to grow the game of golf. Golf course owners and operators can now find initiatives sorted by target group, all of which aim to assist them in their own efforts to organise similar projects at their courses.

In addition, there is also a comprehensive range of graphics and statistics, which illustrate player numbers and relative growth in a variety of countries, as well as testimonials from leading European golf organisations and key industry players.

For further information, please visit: www.growthegameofgolf.org.

About the European Golf Bodies:

European Golf Bodies meet annually during the Open Championship St. Andrews, and have set a joint goal: to grow the game of golf. This is a binding cause of the European Golf Bodies. The Grow the Game website is a result of this joint goal.



About the EGCOA:

The European Golf Course Owners Association (EGCOA) is a trade association, which provides a range of services to support golf course owners, and which represents their interests and seeks to improve the golf business on a European level. With the growing role of the European Union (EU) and the shift of decision making from a national to a European level, the role of the EGCOA as Europe's leading authority on the business of golf course ownership is increasing rapidly.

The EGCOA is also a valuable and well-recognised source for information, education and inspiration on how to operate golf facilities as efficiently and profitably as possible. In addition, the EGCOA improves the golf business by creating a range of programs for growing the game, creating a positive public opinion of golf and cooperating with other EU stakeholders. This not-for-profit organisation is the only trade association dedicated exclusively to golf course owners and operators.

For further information please contact the EGCOA:

European Golf Course Owners Association

Phone: +31.20.33.06.103

Fax: +31.20.33.06.105#

www.egcoa.eu



GEO

