

## **Golf Galaxy Golf Tour™ Tees Up a “Real Golf Tour for Average Golfer”**

*By Golf Connect*

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### *Golf Galaxy Season Kicks Off another Tour Season Nationwide*

Minneapolis, MN -- The Callaway Golf-sponsored Golf Galaxy Golf Tour™ ramps up for another exciting golf tournament season.

The Golf Galaxy Golf Tour is the largest network of amateur golf tournaments in the United States, operating in 60+ cities in 2008. The tour is sponsored by Golf Galaxy, Callaway Golf, PGA Tour Partners and Golf Magazine and is designed to give golfers the opportunity to participate in competitive tournament golf on great local golf courses throughout the US. Justin Royer, Vice President of Marketing, Golf Galaxy Retail, is excited about the growth of the tour. "For golfers that score in the 90's, 80's or 70's and who are looking for fun, friendly competition, this is a perfect fit. The Golf Galaxy Tour offers 2-person team formats which are a great way to build camaraderie with friends and other local golfers. There are no mandatory membership fees or dues, you don't need a handicap, tournaments are played on weekends, and it's very affordable. On top of that, you can win great prizes such as Golf Galaxy gift cards." Royer said.

"We are very proud to sponsor the Golf Galaxy Tour again in 2008 because it was created to help golfers better enjoy the game." said Tom Johnson, Callaway Golf National Account Manager. "The Tour shares our unwavering commitment to providing a great product and experience for golfers of all skill levels."

"We are thrilled with the growth of the tour nationwide and the charitable donations we've been able to make to the Children's Miracle Network, our affiliated charity. It's all part of our commitment to making better communities while growing the game of golf," said Kevin Unterreiner, National Tour Director.

All tournaments are two-person team format events played on Saturdays and are open to men, women, and juniors who normally score 95 or less for 18 holes. Players receive merchandise payouts (in the form of Golf Galaxy gift cards) to maintain amateur status. The tour offers more than \$1,000 in prizes (with full-field) per event and a per event point system that crowns a "Player of the Year". Although there are no mandatory membership fees or dues, players may upgrade to "VIP" status and receive discounts on tournament entry fees, Golf Galaxy Golf tour logo'd merchandise, great products from Callaway Golf and other valuable golf offerings. Players and sponsors may learn about tour schedules and locations, VIP Memberships, national and local sponsorship opportunities and other tour related information by visiting [www.GolfGalaxyTour.com](http://www.GolfGalaxyTour.com).

### **ABOUT GOLF GALAXY**

Golf Galaxy ® is an innovative, state-of-the-art interactive golf retailer. Designed to contain Everything for the Game ®, the stores boast comprehensive collections of golf equipment, apparel, accessories, and novelties for all ages and skill levels, as well as a host of interactive features. With 81 stores in 29 states, each averaging 17,000-square feet in size, Golf Galaxy ® is serving an ever growing golf market and is continuing to grow itself to meet the increasing demand.

### **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, which celebrates its 25th

Anniversary in 2007, manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf®, Odyssey®, Top-Flite®, and Ben Hogan® brands. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com).

## ABOUT GOLF CONNECT

The official promoter and management company for the Golf Galaxy Golf Tour, Golf Connect is based in Minneapolis, MN and has been helping golfers, event coordinators and golf courses since 1997. Each year more than 2 million visit the Golf Connect national network of websites, thousands of golfers play in our events, and hundreds of clients enjoy tremendous results from our advertising and internet marketing services.

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