



NEWS RELEASE

## **PGA of BC and THE MAJORS GOLF SERIES partner to launch an exciting program to increase rounds at PGA of BC golf courses**

Vancouver, B.C. (March 31, 2010) - The PGA of BC is pleased to announce the formation of a partnership with The Majors Golf Series to introduce the company's revolutionary new software program to BC golf courses for the upcoming season.

The Majors Golf Series is a web based program that gives golfers the opportunity to combine their own real scores from actual rounds played at a participating course with the scores of "fantasy" PGA Tour selections they make prior to each Major PGA event. The program takes the combination and generates a Leaderboard specific to each facility on a custom micro site.

"We are always looking for innovative ways to promote the game and help our member courses," said Brian Butters, Executive Director of the PGA of BC. "We believe this unique format of a real plus fantasy league is something that golfers of all abilities can enjoy, and is an exciting marketing tool for the operator."

The program engages customers throughout the season by having to play and record at least one round before each event, generating new ways to capture revenue and creating loyalty. The program will also increase traffic to the host course's site as customers come back to check their Leaderboard status throughout the season.

"With the return of Tiger Woods to the tour this year we know there is going to be a tremendous amount of attention on these events, and we see this program as an excellent way to get golfers and facilities involved and to capitalize on the opportunity," added Butters.

All aspects of the program are handled by The Majors Golf Series. All the operators have to do is promote registration at their courses. The cost is a simple flat license fee so the program can be easily profitable by charging a nominal entry fee, sponsorships, or both. It is also a good tool to create packages of rounds by including participation as part of the round bundle. The program can also drive F & B business by holding designated "Pre Tournament Selection Nights".

The Majors Golf Series was conceived by a team of golf industry professionals with over 50 years in the industry. Don Adamson, the company founder, intimately understands the demands on the operators so The Majors Golf Series program has been designed to deliver an innovative marketing solution without requiring ongoing maintenance from course staff. The application has been pressure tested for over 18 months with extensive feedback from both consumers and operators and is now available for the 2010 season.

"We are thrilled to be partnering with the PGA of BC to introduce The Majors Golf Series to the British Columbia market," said Don Adamson, founder and CEO. "They instantly understood the marketing value for golf operators to help them increase both rounds and revenue, and we look forward to working with the PGA of BC to help operators get full value from the program."

The Majors Golf Series is available immediately so courses can begin promoting the program for the first upcoming Major Event, the Masters. The program is completely flexible allowing participants to sign up on a major-by-major basis or any combination of events throughout the series.

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### **About The Majors Golf Series**

The Majors Golf Series is a software company located in Surrey, BC. They are specifically dedicated to providing unique marketing tools to the golf industry. The company's web based software is the only program available that allows golfers to combine their actual scores with those of PGA professionals they have selected as "partners" prior to each major event throughout the Majors Event season. Golfers sign up at participating courses and use the website custom designed for the course so the operator does not have to provide any staff resources to implement the program. The Majors Golf Series program can be used successfully for private, public, or destination courses as a unique promotional tool, an enhancement to loyalty programs, to create bundled round packages, and to drive revenue to food and beverage and the golf shop.

For further information about The Majors Golf Series contact Don Adamson or visit [www.themajorsgolf.com](http://www.themajorsgolf.com)

### **About the Professional Golfers' Association of British Columbia**

The PGA of BC is one of nine zones comprising the Canadian Professional Golfers' Association (CPGA). The PGA of BC serves and represents more than 700 golf professionals who work at and operate golf courses, driving ranges and other golf facilities throughout the Province. PGA of BC professionals are experts in the business of golf, are the most qualified instructors of the game, and are essential to any successful golf operation. PGA of BC professionals teach and administer golf while providing strong leadership in the community through charity events and volunteering. The PGA of BC operates ten provincial championships at venues around BC involving professionals and professionals teamed with amateur golfers. The PGA of BC also owns and operates the PGA of BC Trade Show, the largest annual golf industry gathering in BC. For further information on the PGA of BC visit [www.pgabc.org](http://www.pgabc.org)

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