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**FOR IMMEDIATE RELEASE: Massachusetts Golf Industry to Celebrate
State Golf Day at the Capitol on Friday, March 20**
*Industry leaders to meet with House of Representatives, Senate to discuss \$2.7
billion statewide impact and take lessons & play games with PGA Golf Pros*

NORTON, MA - The Alliance of Massachusetts Golf Organizations (AMGO) - a collaboration of leading organizations representing all segments of the state's golf industry - announced that it will celebrate 'Massachusetts Golf Day' at the State Capitol on Friday, March 20th.

Members of AMGO will come together with the House of Representatives and Senate beginning at 9:30 a.m. that day to discuss the importance of the golf industry and its significant impact on the Bay State economy.

For more information or to reserve your spot at Massachusetts Golf Day, contact Becky Blaeser at bblaeser@mgalinks.org or 781-789-8760.

Based on a 2012 study by SRI International, the state's direct golf economic impact is approximately \$2.7 billion per year, supporting more than 25,500 jobs and \$796.8 million in annual wage income. Massachusetts is home to about 376 golf courses located across the state and nearly 70% are open for public play.

"Almost everyone has been impacted by our industry," said Leigh Bader, a PGA golf professional at Pine Oaks Golf Course in South Easton, owner of Joe & Leigh's Discount Golf Pro Shop and a board member of Golf 20/20. "Both locally and nationally, golf is a major industry that generates jobs, commerce, economic development, high-quality open space and tax revenues for local communities. Not to mention, it provides good quality family time and fun."

Massachusetts Golf Day will feature attendees from leading industry organizations - Deutsche Bank Championship, Francis Ouimet Scholarship Fund, Golf Course Superintendent's Association of New England, Massachusetts Golf Association, New England Club Managers Association, New England Golf Association, New England Golf Course Owners Association, New England PGA, and the Women's Golf Association of Massachusetts.

Following a continental breakfast and brief press conference, attendees will enjoy an interactive swing zone and teaching area staffed by New England PGA Professionals. In addition, House and Senate members will be invited to compete in a charity putting contest.

"It's a great excuse to start thinking about warmer days ahead," said Jesse Menachem, Executive Director of the Massachusetts Golf Association, which was one of nine organizations involved in this project. "We will be celebrating golf in Massachusetts and the incredible economic impact it has in the state."

The economic impact study, entitled **The Massachusetts Golf Economy - Full Report**, reported that golf generates roughly \$74.3 million in charitable giving and continues to be the home of some notable golf equipment manufacturers that support the state's exports, such as The Acushnet Company (parent company of the Titleist brand of golf equipment and apparel) and Callaway Golf, among many others.

To learn more about how big the Massachusetts economy swings for golf, visit www.massgolfeconomy.com.

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