

# GOLF NEWS & NOTES

## Junior Golf Web Site Sponsored By Industry

(NAPSA)—The golf community has teed off with a new Web site in an effort to increase young people's interest in the game. The site will receive promotional and content support from the entire industry.

JuniorLinks.com was developed under the World Golf Foundation's GOLF 20/20 initiatives and led by the United States Golf Association (USGA) Foundation. The site's primary objective is to build a master database of junior golf programs in the United States. Junior programs can register on the site, and youngsters and their parents will be able to search the database for the most appropriate program in their area.

"There is a tremendous amount of good work being done in the area of junior golf, and as an industry we should get our arms around that and enable people to more easily find the most suitable program for them," said Ruffin Beckwith, World Golf Foundation senior vice president. "The research we've undertaken this year confirms how vital structured junior programs are to the future of the game, and we hope that this Web site represents a renewed commitment by the industry to improve communication and to focus on the potential for introducing golf to every kid in America."

JuniorLinks.com has recently released feature information on a wide range of subjects, from rules and the environment to swing tips and college scholarship information. This content will be provided by many of the organizations par-

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on the map...  
register today at



**Young people with an interest in golf can take a swing with the help of a new Web site.**

icipating in GOLF 20/20, including the USGA, PGA TOUR, LPGA, PGA of America, Golf Course Superintendents, National Golf Course Owners, The AJGA, and others.

"The USGA is dedicated to the game's future and to complete inclusion. Through our Foundation's efforts, we recognize that passing on opportunity and tradition does not happen in one fell swoop. Continued innovation and collaboration on a national and local level is a must," said USGA President Reed Mackenzie.

Future phases of the Web site will include content for kids, parents and program directors, including "best practices" from junior programs around the country and a forum for junior golf administrators to communicate with each other so their programs can improve and grow.

Golf 20/20 is a World Golf Foundation initiative whose mission is to align the golf industry behind programs that will enhance the game's growth significantly over the next 20 years.