

Get A Grip On Your Game: Golf's Best Kept Secret Revealed

(NAPSA)—Have you heard the latest hot tip for shaving up to four strokes off your golf game? Well, if not, get a grip. Golf pros say changing your grip at least once a year may improve your game.

To gauge whether golfers need a new grip, Golf Pride—maker of the number one golf grip for Tour professionals—is launching the Golf Pride G.R.I.P. GUIDE® a clever reference that will tell golfers if they need a new grip.

“There are so many golfers who come in and think it’s their clubs that need to be changed,” says Eric Alpenfels, a Class A PGA professional, one of Golf Magazine’s “Top 100 Teachers in America” and director of golf instruction at Pinehurst Resort, “when in reality it’s as simple and as inexpensive as regripping their clubs. That’s why the Golf Pride G.R.I.P. GUIDE is so handy.”

Here’s how it works:

- **Grip** your club as you would address the ball
- **Rotate** your hands on the grip

If your grip is slippery and your hands slide, you may be in need of a new grip.

- **Inspect** your grip

Hardening, splitting, cracking or wearing in the thumb area indicates your grips need to be replaced.

- **Pick** the grip that fits your game

See your golf retailer or pro-shop to discuss your regrip needs or visit www.golfpride.com to choose a style that fits your game.



“The guide can help golfers of all abilities realize when their grips need changing and to understand the importance of regripping based on their frequency of play,” said Jim Ulrich, marketing manager for Golf Pride grips. “All golfers should change their grips at least once a year. It’s one of the most strategic moves you can make off the green because it can shave up to four strokes from your game.”

Golfers can hit the links in style this season when they regrip with any of eight new grips that come in a variety of shapes, designs and colors. Two of its most popular and stylish grips include its new C-Thru grip that can be customized with an image, logo or photo and its Personalized grip that lets golfers label their clubs with formal names, nicknames or initials.

For more information visit www.golfpride.com.