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**CALIFORNIA GOLF COURSE OWNERS ASSOCIATION UNVEILS "GOLF IS GOOD" CAMPAIGN**  
Information promotes golf's economic, employment and charitable benefits

The California Golf Course Owners Association (CGCOA) today introduced "Golf is Good," a campaign aimed at improving the image of golf and spreading the message of golf's many community benefits to elected officials and the general public.

A display piece touting the economic, employment and charitable benefits of golf was circulated to golf courses statewide for posting on Pro Shop counters and golf course bulletin boards. The piece, made possible through the support of Club Car, Southern California PGA, Turf Star Western, and Visage, is also slated for distribution to California legislative offices, water districts, city councils, and county boards of supervisors.

"During meetings and discussions with industry stakeholders, we found that public image was one of the biggest challenges facing the game of golf," stated CGCOA Executive Director Marc Connerly. "Not only does that image exacerbate challenges for the industry before public policy makers, but it does not create fertile ground for those considering trying the game for the first time."

Eventually the campaign will include messaging about the benefits that golf courses provide to neighboring property values, family recreational opportunities and business networking, as well as dispelling the myths that inhibit growth of the game and cast courses in a negative light publicly.

"When one considers all that golf provides economically, environmentally, recreationally, and charitably, the game truly has an exceptional story to tell," according to Connerly. "Until now, that story has not been conveyed as well or as proudly as it should be. CGCOA is committed to sharing the story in a way that has meaningful impact."

The California Golf Course Owners Association (CGCOA) represents nearly 900 golf courses in California, responsible for the employment of more than 128,000 California citizens, with wages in excess of \$4 billion and a statewide economic impact exceeding \$13 billion. The vision of CGCOA is providing resources and leadership for public imaging, advocacy and state lobbying.

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If you'd like more information about this topic, or to schedule an interview with Marc Connerly, please contact Marc Connerly at [mconnerly@connerlyandassociates.com](mailto:mconnerly@connerlyandassociates.com).