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Alliance Unveils New Logo

Alexandria, VA – September 26, 2011 - The National Alliance for Accessible Golf (Alliance) today introduced the next generation of its branding with the unveiling of a new logo. The new logo, pictured above, more accurately reflects the current focus of the Alliance, specifically on education, training and funding to benefit the inclusion of individuals with disabilities in the game of golf.

The origins of the Alliance itself dates back to the early 1990s and emerged from a series of six annual meetings, the Forums on Accessible Golf. Officially formed in the summer of 2001, the Alliance is represented by major golf organizations in the United States, organizations that provide services for people with disabilities and others who advocate for the inclusion of people with disabilities into society. The mission of the Alliance is to increase participation of people with disabilities in the game of golf. Individuals with disabilities will enhance their quality of life as they become actively engaged in the social fabric of their community through participation in the game of golf.

Now, more than 10 years old, the Alliance undertook the rebranding of their image with the assistance of [Adrenalin](#), a leader in sports-specific branding based in Denver, CO. Working with President and Creative Director, Dan Price, a task force from the Alliance's Board of Directors sought to select an image which more accurately reflected the current activities and goals of the organization.

President Betsy Clark shares, "The Alliance has evolved since its inception and our new logo reflects our commitment to educating the golf, therapeutic recreation and rehabilitation industries; training individuals within those industries to better assist persons with disabilities through inclusion; and providing meaningful opportunities within local communities through funding."

For more information on the National Alliance for Accessible Golf and its programs, please visit www.accessgolf.org.

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The National Alliance for Accessible Golf is a charitable organization working to ensure the opportunity for all individuals to play the game of golf. The Alliance is represented by major golf organizations in the United States, organizations that provide services for people with disabilities and other advocates. Through GAIN™ (Golf: Accessible and Inclusive Networks) and other programs, the Alliance promotes inclusion and awareness to the golf industry, golf instructors, and the public. For more information about Alliance programs, please visit www.accessgolf.org.