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## Alliance to Exhibit at 2016 PGA Merchandise Show to Promote Inclusion



St. Augustine, FL – January 19, 2016 - The National Alliance for Accessible Golf (Alliance) announced today plans to exhibit at the 63rd PGA Merchandise Show, January 27-29, 2016, in Orlando, FL.

“In an effort to further the goal of ensuring the opportunities of all to play the game of golf, the Alliance is excited to have the opportunity to engage with golf and industry professionals. We launched our [Accessible Golf Facility database](#) in 2015, and want to assist and connect with more golf course owners, operators, managers, and professionals and their facilities in 2016,” shares Executive Director Steve Jubb, PGA.

The National Alliance for Accessible Golf (Alliance) is an organization working to ensure the opportunity for all individuals with disabilities to play the game of golf. Formed in the summer of 2001, the Alliance is represented by major golf, recreation and therapeutic 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. Through golf, individuals with disabilities become actively engaged in the social fabric of a community, and derive health benefits that improve quality of life. Information about the benefits of golf for persons with disabilities and the golf industry must be constantly shared with the media, public, health, rehabilitation and recreation and golf professionals.

Since 2010, the Alliance it has granted more than \$693,000 to inclusive golf programs for people with disabilities. Through on-going support from the United States Golf Association, the Alliance has expanded its efforts to provide financial assistance and resources to help make the game of golf more accessible to people with disabilities.

Interested individuals should visit Booth #2887 and connect with Executive Director Steve Jubb, PGA, for more information on [opportunities and resources](#) offered by the Alliance.

*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](http://www.accessgolf.org).*

### **About the PGA Merchandise Show**

*The 63rd PGA Merchandise Show, held Jan. 26-29, 2016, in Orlando, will welcome some 1,000 top golf companies and brands and more than 40,000 industry professionals from around the world to the industry’s annual global summit for the business of golf. The PGA Show Outdoor Demo Day, the world’s largest professional golf testing event, will be held on Tuesday, Jan. 26, at the Orange County National Golf Center. During PGA Show days, Jan. 27-29 at the Orange County Convention Center, PGA Professionals, retailers and industry leaders will uncover the latest trends, source the newest golf merchandise, test the latest equipment, learn proven business best practices, network among peers and move forward the business of the game. In 2016, the annual international gathering of the golf industry will celebrate the Centennial of the PGA of America, founder and organizing partner of the PGA Merchandise Show. The PGA Merchandise Show is a trade-only event and is not open to the public. Learn more at [PGAShow.com](http://PGAShow.com).*