

# The Changing Face of Golf

MAKE  
GOLF  
YOUR  
THING™



## **250k** People on Green Grass

- The PGA runs a campaign each year called Make Golf Your Thing, it is intended to reach minorities and LGBTQIA people and introduce them to the game – inspiring them to get on the course
  - Multi-Channel Campaign
  - In Partnership with The NGF
  - Goal: Inspire People to Visit a Course and Play
  - Result: About 254,000 People Walked on to Green Grass (people who had not been to a course in at least 12 months)