

Free Club Fittings by the Pros

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Avid golfers know the importance of properly fitted clubs. This month, golfers from around the nation are being treated to complimentary fittings by PGA and LPGA Professionals.



Before you start playing golf this season, make sure you have proper-fitting equipment in your bag by taking advantage of PGA Free Fitting & Trade-Up Month in April.

During PGA Free Fitting & Trade-Up Month, participating PGA and LPGA Professionals across the country provide free 15-minute equipment fitting sessions to help golfers determine whether or not they are playing with clubs that are properly fit for their swing. PGA and LPGA Professionals can give expert advice to help golfers identify properly fitted clubs.

In addition, PGA and LPGA Professionals authorized by the PGA Trade-In Network can help golfers trade in their golf club based on fair market values as determined by the PGA.com Value Guide, the National Standard for Golf Club Values. This allows golfers to trade in obsolete clubs for credit to modernize and purchase new equipment more economically.

"What a great way to get the golf season started by receiving expert advice from a PGA or LPGA Professional during a one-on-one free equipment fitting session," PGA of America President Jim Remy said. "Having the right equipment is critical to improving your game and trading in used clubs is a more affordable way to purchase properly fit equipment featuring the latest technology. And, don't forget to trade in the unused clubs that are sitting in your garage or closet."

More than 3,000 PGA/LPGA Professionals have participated each year, giving an average of 33,000 free fittings in each of the past four years. Players who are fit by a PGA/LPGA Professional are able to drive the ball straighter and longer; hit all shots more accurately; have noticeably better distance control; and shave strokes with better short game execution.

Go to PlayGolfAmerica.com and find a participating PGA/LPGA Professional who will give you a free 15-minute club fitting.

Golfers who receive the free fittings in April are eligible to win a trip for two to the 2010 PGA Championship at Whistling Straits, provided by The PGA of America and Golf Digest. Four lucky runners-up will win a set of clubs provided by Cobra, TaylorMade and Adams.

The PGA of America teams with Golf Digest, the PGA Trade-In Network and the PGA.com Value Guide to sponsor this equipment-themed consumer promotion during the month of April.

Since 1916, The PGA of America's mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry. By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

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Play Golf America, www.playgolfamerica.com