

Fore Ladies Only, April 24th, 2008

If you are a seasoned pro or just learning the game, it's time to get your game on girls! Women are the largest growing demographic in the game of golf today and that statistic is the driving force behind the evolution of golf for women. Women's golf has come along way from the days in the late 1800's when the quintessential woman golfer wore a corseted jacket, flowing skirt and huge flowered hat and played when the men invited them to the club! Today, golf equipment and clothing manufacturers, course owners, golf professionals and golf shops recognize how many women are playing golf competitively, for recreation and for business and are providing us with an endless choice of products to meet the unique needs of women golfers at all skill levels.

Golf clubs, specifically designed for women, offer sleek and contemporary styling and innovative technology and construction that will help to take your game to the next level. Clothing, golf bags and golf shoe styles and designs are not only functional but fun, colourful and comfortable allowing women to put some of their personality into the game.

Whether you are competitive golfer aspiring to be the next Lorena Ochoa or Annika Sorenstam or you just enjoy the game for the fun, social networking that it provides you are among the ranks of millions of women who recognize the game of golf can be a powerful connector and can provide many social and business opportunities. And yes, the game might be a little frustrating at times but always remember to make fun the priority!

Cheers!

Sandi Campbell, Gogirlgolf