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**For Immediate Release:
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RCGA ADOPTS GOLF CANADA AS NEW CONSUMER FACING BRAND AND LAUNCHES NEW MEMBERSHIP DEVELOPMENT PROGRAM

- *National Sport Organization changes its consumer facing name to GOLF CANADA; unveils a new public identity to more accurately reflect its mandate to promote excellence and participation in the sport of golf in Canada*
- *GOLF CANADA launches customer-centric membership plan focuses on recruiting new members; Golfer membership contributions will take Canadian golf to the next level*
- *Member benefit offering developed in concert with corporate partners RBC Insurance, InterContinental Hotels Group, Aeroplan, RIM/Blackberry and itravel2000*
- *GOLF CANADA launches first phase of new website – www.golfcanada.ca.*
- *New GOLF CANADA mobile application for Blackberry Smartphone to feature Rules of Golf, leaderboards, swing tracking, handicapping and GPS distance measurement*

Oakville, Ont. (Golf Canada) – The Royal Canadian Golf Association (RCGA), the governing body and National Sport Organization (NSO) for golf in Canada announced today that it has adopted ‘Golf Canada’ as its new consumer facing brand.

As of April 22, 2010, the National Sport Organization for golf as recognized by Sport Canada will be known as ‘Golf Canada’, a member-based organization governed by the Royal Canadian Golf Association (RCGA).

ALL MEDIA OUTLETS, GOLF ASSOCIATIONS, GOLF COURSES AND STAKEHOLDERS ARE REQUESTED TO UTILIZE THE NAME ‘GOLF CANADA’ WHEN REFERRING TO THE NATIONAL SPORT ORGANIZATION FOR GOLF IN CANADA – EFFECTIVE IMMEDIATELY.

The RCGA, which has been known as the Royal Canadian Golf Association since 1895, adopted Golf Canada as its new consumer facing brand with the full approval of association’s Board of Directors.

"Our operating structure and the day to day operation of our business will remain the same, but going forward, we will be working under the new Golf Canada brand," said Scott Simmons, Executive Director and CEO, Golf Canada. "Adopting Golf Canada as our new brand is more than simply changing our logo – we are committing to a new brand promise of customer service and inclusiveness; working together with the entire Canadian golf industry to grow and shape the future of our sport."

The decision to change its consumer face to Golf Canada ties to the association’s mandate as the NSO to promote participation and excellence in the sport of golf in Canada. Programs like National Golf in Schools, CN Future Links, Canada’s National Amateur Golf Championship and Canada’s National Amateur Team Program (Team Canada) are based on the participation

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and excellence mandate and Simmons believes the move to Golf Canada provides a more relevant identity through which the association can share its story with Canadian golfers.

“We are working to inform Canadians about the junior golf programs and player development initiatives that we believe are the blueprint for success to grow our sport and rebranding ourselves Golf Canada gives us a public identity that better aligns with our role and responsibilities as the NSO,” added Simmons. “We want all Canadian golfers to feel like they are a part of Golf Canada and take pride in helping to support the future growth of the game. With more Canadian golfers joining our association, we’ll have the resources that are critical to maintaining our world leading golf participation rate per capita and also create more world class athletes in our sport.”

TELLING THE STORY

In developing the new Golf Canada brand, the RCGA worked closely with Toronto-based marketing and communications agency, TBWA\TORONTO. An expert in helping clients drive new brands, TBWA/TORONTO played an integral role in the development of Golf Canada’s brand promise as well as the creation of promotional elements such as advertisements, public service announcements, radio spots and television commercials to be unveiled in the coming weeks.

As part of its promotional campaign, Golf Canada will be joined by several of Canada’s most accomplished professional golfers including Mike Weir, Stephen Ames, Lorie Kane and Graham DeLaet who will lend their support to Golf Canada and will be featured in Golf Canada’s multi-media promotional campaign as developed by TBWA\TORONTO.

In addition, Golf Canada is reaching out to Canada’s multicultural community with the help of EthnoDialogue, a Canadian owned and operated multicultural marketing and communications company. In an effort to broaden its customer base and reach out to potential new members, Golf Canada will produce materials in Canada’s two official languages, English and French, while also creating promotional materials to be translated into eight additional languages; Farsi, Arabic, Chinese (Simplified and Traditional), Korean, Japanese, Punjabi, Tamil and Urdu.

GOLF CANADA’S NEW MEMBERSHIP PROGRAM

The launch of the Golf Canada brand coincides with the association’s new membership initiative aimed at retaining, recruiting and engaging golfers to become members of Golf Canada.

Golf Canada’s new value proposition is aimed at educating the association’s current member base about the golf programs and initiatives their membership dues are helping to fund while also reaching out to build a relationship with Canada’s public golfing masses.

“Our strategy in launching our new membership program was three-fold; retention, renewal and recruitment,” added Simmons. “Telling the story of Golf Canada to our current members and member clubs of how membership dues are supporting the game while providing a tangible value proposition that encourages public golfers to join us. As the National Sport Organization for golf in Canada, we are committed to the growing excellence and participation in the sport, but that mandate comes with a cost and we need the support of golfers to make it happen.”



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“Our story is simple; when you are a member of Golf Canada you are playing a vital role in helping to fund programs that are working to grow the game,” added Simmons. “We must educate and remind our members of the important role they are playing to help grow the sport in Canada.”

While the intangible ‘grow the game’ values of membership including support of CN Future Links, National Golf in Schools, national championships and Team Canada remain at the core of its business, Golf Canada welcomes five corporate partners – RBC Insurance; RIM/BlackBerry; itravel2000; Aeroplan; and InterContinental Hotels Group (IHG) – with each offering unique tangible benefits to Golf Canada’s valued members and member clubs.

Former Canadian PGA Executive Director Steve Carroll as well as renowned Quebec pro Remi Bouchard and Blair Armitage, a former president of the Canadian Society of Club Managers (BC Branch) has joined Golf Canada as Region Directors of Membership Development. The trio will assist in the development and execution of Golf Canada membership programs; manage key allied association and partner relationships across the country; and work to increase the profile and awareness of Team Canada. Armitage will be responsible for Western Canada, Bouchard in Quebec and New Brunswick and Carroll in Ontario and Atlantic Canada.

GOLFCANADA.CA

The announcement of Golf Canada coincides with the launch of the association’s new website – www.golfcanada.ca. The Golf Canada website will be developed and managed in partnership with The Globe and Mail, one of Canada’s most renowned media outlets.

The first phase of the new Golf Canada website will be active as of April 22, 2010, with a more dynamic and media-rich second phase of the site to be launched on June 29, 2010.

THE RATIONALE

The RCGA is adopting Golf Canada as its consumer facing brand for the following reasons:

- Golf Canada is better understood and more relevant within the sporting community. Many NSO’s use the same concept (Basketball Canada, Hockey Canada, Rugby Canada, Skate Canada, etc.)
- Canada’s provincial golf associations have been presented the opportunity of using similar consumer facing brands, therefore providing a better alignment between Golf Canada, the national governing body, and the 10 provincial bodies.
- Golf Canada is a bilingual name, consistent in both official languages.
- Golf Canada does not have an acronym and therefore will help limit confusion.
- The RCGA board, officers and staff have decided that for the long term growth of the organization, to refer to the association in the consumer marketplace as Golf Canada. They have determined that this is the best brand name to define and reflect their role as the NSO responsible for shaping golf’s future.



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As of April 22, the following golf programs, services and championships will be officially operated under the Golf Canada brand:

- Membership
- Canada's National Amateur Championships
- RBC Canadian Open
- CN Canadian Women's Open
- National Golf in Schools
- Golf Fore the Cure
- CN Future Links & Learn to Play
- CN Canadian Women's Tour
- Canada's National Amateur Golf Team Program (Team Canada)
- *Golf Canada* Magazine
- Canadian Golf Hall of Fame and Museum
- RCGA/Golf Canada Learning Centre in Calgary
- RCGA/Golf Canada Foundation
- Turfgrass and Environmental Research
- Golf Canada Corporate (ie. merchandise, stationary, etc.)

As Canada's acknowledged authority for golf in Canada, the Royal Canadian Golf Association (RCGA) will govern the Golf Canada brand and will also continue to govern the following under the RCGA brand:

- Rules of Golf
- Handicapping
- Course Rating
- Amateur Status
- RCGA Corporate (ie. annual reports, general meetings, legal dealings, etc.)

Golf Canada's VISION as set by the Board of Directors is *"Successfully shaping golf's future in Canada through innovation and interaction."*

Golf Canada's MISSION STATEMENT is *"As the governing body of golf in Canada, our mission is to grow participation in and passion for the sport while upholding the integrity and traditions of the game."*

The legal and corporate name of the association will remain as the Royal Canadian Golf Association (RCGA). With its long history as the governing body of and acknowledged authority for golf in Canada, the association decided that the RCGA brand would continue to play an important role in the organization's identity.

"While we are excited about the future direction of our association as Golf Canada, the integrity and tradition of our great sport is something we must never lose track of," added Simmons. "Whether it be the through the Rules of Golf, handicapping or amateur status, the proud history of this association and the authority represented by the RCGA brand is something that will always be at the core of our business."

BENEFITS OF GOLF CANADA MEMBERSHIP

Growing the Game – Golf Canada members and member clubs are playing a vital role in the continued growth of our sport, Membership dues are helping to support programs such as National Golf in Schools; CN Future Links; Canada's national golf championships; Team Canada; the Canadian Golf Hall of Fame and Museum; and the RCGA Foundation.

Tangible Member Benefits:

RBC Insurance – Exclusive insurance savings plus custom-made golf coverage. www.rbcinsurance.com/golf.

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itravel2000 – Canada’s favourite online retailer is your gateway to unique golf travel packages and exclusive offers.
www.itravel2000.com/golftravelclub

RIM/BlackBerry – Access to the Golf Canada mobile application on your Blackberry smartphone featuring Rules of Golf, handicapping, leaderboards, on-course GPS and more! Download today at www.golfcanada.ca.

Aeroplan – Golf Canada members can redeem their Aeroplan Miles for Golf Canada gift certificates towards green fees, golf merchandise and more. www.aeroplan.com

InterContinental Hotels Group (IHG) – Stay and save at Canada’s most popular hotel chains while supporting programs like Golf in Schools and CN Future Links. www.golfcanada.ca/ihg

Golf Canada Magazine – Members can receive Golf Canada Magazine delivered directly to their home.

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ABOUT TBWA\TORONTO

TBWA\Toronto (www.tbwa.com) creates Disruptive ideas that help drive growth by making brands famous for clients, including ABSOLUT, Apple, Infiniti, Mars, Nissan, Petro-Canada and Visa. As a top-ten, worldwide marketing communications firm, TBWA\Toronto’s industry-leading Media Arts talent covers paid, earned, owned and created media. Recent awards include "Best International Network of the Decade" from Advertising Age in 2010. Fast Company magazine placed TBWA 24th on its 2009 list of “The World’s 50 Most Innovative Companies” and as an Innovation All-Star in 2010.

ABOUT ETHNODIALOGUE

EthnoDialogue, a Canadian owned and operated multicultural marketing and communications company, partners with our clients in the integration of mainstream programs with multicultural markets in the most diverse communities in the world. Our diverse team of experienced marketing and advertising professionals has a rich understanding and proven ability to execute strategic and tactical campaigns for clients in: Real Estate, Telco, Financial Services, Retail, Package Goods and Not-For-Profit.

GOLF CANADA – YOU BELONG

Golf Canada is a member-based organization governed by the Royal Canadian Golf Association (RCGA). Recognized by Sport Canada as the National Sport Organization (NSO) for golf in this country and representing more than 350,000 members and 1,600 golf clubs, Golf Canada is responsible for promoting participation in and a passion for the game of golf in Canada.

Golf Canada actively conducts championships, programs and services to help shape the present and future of golf in Canada. Canada’s National Amateur Golf Team program, National Golf in Schools, Golf Fore the Cure, the Canadian Golf Hall of Fame and Museum and CN Future Links, Canada’s national junior golf program, are only some of the initiatives the association leads for golf in Canada. As the authority for the game of golf in Canada, the association also administers the Rules of Golf and Amateur Status as well as Handicapping and Course Rating under the esteemed RCGA brand.

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In addition, Golf Canada conducts Canada's most prestigious golf championships. The RBC Canadian Open and CN Canadian Women's Open attract the best professional golfers in the world, while regional junior and national amateur championships provide world class competitive opportunities for Canada's top golfers to showcase their talents.

For more information about what Golf Canada is doing to support golf in your community, visit us online at www.golfcanada.ca.

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