

adidas becomes Official Apparel and Footwear Partner of the American Junior Golf Association

adidas expands AJGA support

The American Junior Golf Association has announced that adidas Golf, an industry leader in innovation, technology and performance apparel and footwear, will continue its support of junior golf by joining Rolex as an AJGA Premier Partner and serving as the Official Apparel and Footwear of the AJGA. Since January 2016, TaylorMade-adidas Golf has served as the AJGA's National Sponsor.

“We are proud to have adidas’ additional support as a Premier Partner of the AJGA. We’re excited about the dedication adidas has shown to junior golf and the AJGA over the years and look forward to our membership and staff being outfitted with the best in performance golf apparel and footwear for many years to come.”

— Stephen Hamblin, AJGA Executive Director

As the Official Apparel and Footwear of the AJGA, adidas will provide performance golf polos at more than 115 AJGA tournaments in 2017. For the first time in AJGA history, adidas will provide t-shirts at all Junior Golf Hub Preview Series events, tournaments that are designed for first-time AJGA players looking to earn a college golf scholarship.

adidas will also provide uniforms for the AJGA's full-time and intern staff and serve as the AJGA's Official Outerwear, Footwear, Sock and Belt provider.

“As adidas continues to invest in the game of golf and support its growth, we are thrilled to extend our relationship with the AJGA. As part of this long-term partnership, we will deepen our commitment to junior golfers and the future of the sport.”

— Jeff Lienhart, Executive Vice President of adidas Golf

In 2016, adidas Golf served as the Official Apparel of the ACDS Junior All-Star Series and supported the TaylorMade-adidas Golf Junior Tournament at Innisbrook hosted by Justin Rose, The Junior PLAYERS Championship presented by TaylorMade-adidas Golf, the Sergio Garcia Foundation Junior Championship and the AJGA's inaugural ACE Grant Cup fundraising tournament. Along with TaylorMade's increased support, adidas Golf provided members with shoes, apparel and fitting opportunities.

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About the AJGA

The American Junior Golf Association is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf. The AJGA provides valuable exposure for college golf scholarships, and has an annual junior membership (boys and girls, ages 12-19) of more than 6,600 members from 50 states and 55 foreign countries. Through initiatives like the Achieving Competitive Excellence (ACE) Grant, a financial assistance program, and Leadership Links, a service-oriented platform that teaches juniors charitable-giving skills, the AJGA fosters the growth of golf's next generation.

TaylorMade-adidas Golf became the AJGA's National Sponsor in 2016 after more than 25 years of support. Rolex, which is in its fourth decade of AJGA sponsorship, became the inaugural AJGA Premier Partner in 2004. In 2017, adidas joined the AJGA as a Premier Partner, serving as the Official Apparel of the AJGA.

AJGA alumni have risen to the top of amateur, collegiate and professional golf. Former AJGA juniors have compiled more than 600 victories on the PGA and LPGA Tours. AJGA alumni include Tiger Woods, Phil Mickelson, Jordan Spieth, Rickie Fowler, Bubba Watson, Webb Simpson, Sergio Garcia, Hunter Mahan, Dustin Johnson, Patrick Reed, Zach Johnson, Justin Thomas, Stacy Lewis, Ariya Jutanugarn, Alison Lee, Lexi Thompson, Inbee Park, Paula Creamer, Brittany Lincicome, Cristie Kerr and Morgan Pressel.



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ABOUT ADIDAS GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



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