



PRESS RELEASE

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PROFESSIONAL DISC GOLF ASSOCIATION LAUNCHES MEMBERSHIP RECRUITMENT VIDEO SERIES

APPLING, Georgia (March 18, 2019) – Strike up a conversation with a competitive disc golfer, and it’s almost a certainty that one idea will quickly present itself:

Passion.

That burning desire to push oneself further in the pursuit of sport underpins the Professional Disc Golf Association’s (PDGA) new membership campaign, for which the Appling, Georgia-based non-profit released two videos today. Both can be viewed at PDGA.com.

The lineup begins with an [anthem video](#), the first of its kind for the emerging sport’s governing body. Filmed primarily at the PDGA’s home base, the International Disc Golf Center, and starring avid disc golfer and PDGA Military Committee Chair Jerry “Swami” Swain, the two-minute production outlines the PDGA’s history and 2018 accomplishments before looking to disc golf’s rapidly expanding future. Replete with hero shots, powerful music, and dramatic tournament footage, the video aims to convey the explosive growth the sport is experiencing.

“An anthem video is designed to be rousing and uplifting,” PDGA Director of Marketing Mary A. Sicard said. “It is the ‘hype’ video, and ours is targeted for anyone who isn’t familiar with disc golf or the PDGA. It’s designed to drive disc golfers to a PDGA membership and will serve as a companion piece to our PDGA Membership Benefits Video.”

Compared to the anthem video, the [Membership Benefits Video](#) takes on a more personal, intimate tone. With narration by PDGA Director of Operations Mike Downes, it is intended to help increase worldwide awareness of the sport and the value of a PDGA membership, while still conveying the underlying theme of the campaign.

“The videos celebrate our current members and were designed to appeal to potential members by bringing a newer and fresher look at our passion for disc golf,” Sicard said.



The productions were crafted in collaboration with Augusta, Georgia-based marketing and advertising firm The Creative Block. Various formats and lengths of the videos will be used across the PDGA's social media channels and in email campaigns throughout 2019 to help drive new and renewal memberships.

ABOUT DISC GOLF Disc Golf, or Frisbee™ Golf as it is more commonly known, is one of the fastest growing sports in the United States, with more than 8,000 courses in existence and two professional-level tours. The sport is played using the same general rules, terminology, and etiquette as traditional golf, but with different equipment; the player throws a high-tech flying disc into a standardized target. The objective, just as in traditional golf, is to play in as few throws of the disc as possible.

ABOUT THE PROFESSIONAL DISC GOLF ASSOCIATION Based in Appling, Georgia, the Professional Disc Golf Association (PDGA) is a 501(c)(4) nonprofit membership organization dedicated to the promotion and sustainable growth of disc golf. As part of its mission, the organization sanctioned more than 4,200 competitive tournaments worldwide in 2018 for its more than 45,000 active members.