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BLACK JEWELS LADIES GOLF ASSOCIATION HELPING TO CHANGE THE FACE OF GOLF NATIONWIDE

Encouraging African American Women and Girls To Golf for Health, Socializing and Mentoring

*The National Golf Foundation reports that more than 780,000 women between the ages of 18 and 49 took up golf in the last few years. Forty-one (41%) percent of new golfers are women, representing the fastest growing segment of the golf industry. The Black Jewels Ladies Golf Association, Inc. (BJLGA) membership is well versed in the game of golf, and having lots of fun exercising and socializing while learning, competing and mentoring girls. **Establish a Black Jewels Ladies Golf Association chapter in your area.***

NEW YORK, NEW YORK — On Monday mornings at office coffee stations around the world, millions of people — women in particular — find themselves incapable of participating in conversations when golf enthusiasts fervently recount their respective weekend golfing escapades. Birdies, chips, putts, fairways, woods, irons: what's all that about? Starting with the basics, **Black Jewels Ladies Golf Association, Inc. (BJLGA)** ensures that its membership is well versed in the game of golf, and having lots of fun while learning and competing. From the game's history to its jargon; from game rules to course etiquette; even addressing course fashion, BJLGA covers it all. The New York City-based organization's founder and CEO Rasheena Wilson is establishing Black Jewels Ladies Golf Association chapters nationwide.



Rasheena Wilson, Founder/CEO
Black Jewels Ladies Golf Assoc.

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"Each week, my office receives a growing number of inquiries from ladies asking how they can locate recreational and social golf activities in their cities and towns across the country," said *African American Golfer's Digest* publisher Debert Cook. "Still others seek to learn how they can become involved on the business side of the game to work in the golf industry in sales and marketing."

Like Tiger Woods' influence on the game, Black Jewels Ladies Golf Association is "Changing the Face of Golf." Woods' success and notoriety is responsible for several hundred thousand African Americans having become involved in the sport over the last nine years. After Woods won The Masters – his first major professional championship – scores of blacks came to view golf as a sport in which they could participate, and even excel," *The Golf Channel* reporter Brian Hewitt said, "Trying to measure the breadth and depth of Tiger Woods' influence on the game of golf is a little like trying to get your hands around the sun; it is impossible and even a little dangerous." Black Jewels Ladies Golf Association is looking to make a similar impact on the game by influencing women and girls nationwide to take up the sport.

HEALTH & EXERCISE

Regular physical activity reduces people's risk for obesity, heart attack, colon cancer, diabetes, and high blood pressure; reduces symptoms of anxiety and depression; and is associated with fewer hospitalizations, physician visits, as well as less use of medications. According to Department of Health and Human Services reports, more than 50 percent of U.S. adults do not get enough physical activity to provide health benefits: 26 percent are not active at all in their leisure time. Moreover, more than one third of young people in grades 9–12 do not regularly engage in vigorous physical activity. Daily participation in grade school and high school physical education classes has dropped to record low levels.

INTERPERSONAL SKILLS

BJLGA programs promote healthy personal development and relationships for African American women and girls through programs focused around the game of golf. The golf course and clubhouse are ideal venues for networking, socializing, making new friends and developing business relationships while encouraging fair play and healthy competition.

MENTORSHIP

Black Jewels Ladies Golf Association programs provide opportunities for African American women and girls to form mentoring relationships, which can assist girls and young women in personal achievement, goal setting and professional success, while bolstering self-esteem and social skills development.

ESTABLISH A BLACK JEWELS LADIES GOLF CHAPTER WHERE YOU LIVE

The game of golf offers numerous benefits – physical, emotional, social, and professional. "More women are taking to the golf course and leaving behind the traditional golf widow stereotype," said Dallas Business Journal columnist Sandra Zaragoza. "For these women, the personal and professional rewards of golfing are well worth the cost of club membership." To join an existing Black Jewels Ladies Golf Association, Inc. chapter, or to establish a chapter where you live, contact:

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Black Jewels Ladies Golf Association, Inc.

Rasheena Wilson, Founder, President & CEO

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ABOUT Black Jewels Ladies Golf Association, Inc. (BJLGA):

Rasheena Wilson founded Black Jewels Ladies Golf Association, Inc., a 501(c)3 nonprofit organization, in 2004 to enhance the representation of women of color to the game of golf. BJLGA offers networking opportunities for minority women to provide exceptional mentoring for at-risk girls, to keep them “out of the rough” through programs structured around the game of golf. BJLGA provides clinics, golf instruction and opportunities for athletic development and competition, enabling young ladies to positively address many issues they will face and live extraordinary lives.

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