

PRESS RELEASE

**THE PGA UNVEILS EXCITING NEW PARTNERSHIP WITH ZEN
GREEN STAGE**



The next generation of PGA Professionals will have access to the latest golf coaching technology for putting and swing education thanks to an exciting new partnership between The PGA and Zen Green Stage.

The partnership builds on a worldwide shift towards 'active' playing surfaces indoors, enhancing golf

instruction and entertainment and allowing the next generation of PGA coaches to learn to teach on moving floors.



PGA Members visiting The PGA's National Training Academy at The Belfry – as well as trainees - will have access to a variety of Zen moving floors for both putting and full swing coach education. In addition, the new partnership gives PGA Members priority access to Zen Green Stage and Swing Stage facilities in the UK and they will also benefit from the fastest supply, installation and maintenance services from the Zen team.

The Zen Green Stage and the new-for-2023 Zen Swing Stage offer a new kind of seamless golf experience, where the floor moves to recreate any makeable putt and hundreds of realistic fairway gradients via touch-screen digital control. This creates a wealth of new coaching opportunities for PGA Professionals.

A familiar sight on Sky Sports TV screens since 2017, the Zen Green Stage is now in use at golf facilities around the world, with the accurately-adjustable Zen Green Stage's ability to create representative practice environments being recognised by a growing number of coaches as one of the most important new technologies for coaching since the invention of the launch monitor.



Commenting on the new partnership, Dr Paul Wiseman – PGA Executive Director – Education, said: "This is a very exciting new partnership between Zen Green Stage and The PGA, a leader in golf education.

“The PGA Training Programme is widely recognised as one of the best training programmes in the world. Partnering with brands like Zen Green Stage and installing the world’s most advanced fully-adjustable playing surfaces for golf at The PGA National Training Academy demonstrates we are providing future PGA Professionals with the latest technology in golf coaching.

“Not only do we have the best education programme in golf, but we are now offering our students the opportunity to learn and work with the very best technology in the game.”

Andy Hiseman, Managing Director - Zen Green Stage, added: “Britain leads the way in this important new category – moving floors for golf – and we are thrilled to partner with The PGA as we seek to use this new technology to attract more people to the sport, and to enhance other indoor golf technology by creating accurate sloping lies.

“Our partnership with The PGA will help its Members to learn how to use moving floor technology to give better golf lessons, to better transfer that learning out onto the golf course, and to capture vital new coaching data when people hit shots on gradients.

“We couldn’t be prouder to become a PGA Partner and we look forward to all of the exciting opportunities which it will make possible.”

CLICK HERE to arrange a free Zen Green Stage consultation for your golf club, resort or coaching facility.

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For more information please email steven.carpenter@pga.org.uk.

CLICK HERE to download free-to-use imagery courtesy of Zen Green Stage.

About The PGA:

The PGA was formed in 1901 and is the world’s oldest professional golfers’ association. Based at Centenary House at the famous Belfry, The PGA now has more than 8,000 members including more than 1,600 working overseas in more than 80 different countries. The PGA is one of golf’s leading bodies and committed to growing and developing the game nationally and internationally through the expertise of its professionals.

The PGA nationally and through its seven regional offices administers almost 1,000 golf event days annually. The Association was, in conjunction with Samuel Ryder and The PGA of America, the founders of the now world-renowned Ryder Cup Match. The Association remains a lead partner in these Matches along with the European Tour and is the trustee of the Ryder Cup trophy.



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