



GREG NORMAN COLLECTION TO EXHIBIT AT 2023 PGA SHOW

NEW YORK, NY (OCTOBER 4, 2022) – Greg Norman Collection, a leading worldwide marketer of technical golf wear for men and women, announced today plans to exhibit at the 2023 PGA Show, Jan. 24-27, in Orlando, Fla. The upcoming global event marks the golf lifestyle brand’s 32nd year as a key anchor in the Show’s apparel exhibition hall.

“We are proud retail partners at all levels of the golf industry, throughout the United States and in more than 50 countries around the globe, and the PGA Show draws us all together,” said S. Mike Elliott, President-Golf of Greg Norman Collection. “We have our sights on seeing the golf market gather again in January. The game, undoubtedly, benefits from the energy and ideas we all share every year in Orlando.”

“We are excited for the continued participation of Greg Norman Collection at the PGA Show and especially value their three decades supporting the industry’s annual global gathering,” said PGA Golf Exhibitions Vice President Marc Simon. “Their golf-inspired apparel collections consistently attract the attention of PGA Professionals and golf retailers from around the world who also value the opportunity to interact in person with company leadership.”

The PGA Show, organized by the PGA of America and PGA Golf Exhibitions, will reunite the golf industry for the 70th edition of golf’s longest running and largest global business gathering. Thousands of attending PGA Professionals, golf leaders, industry executives and retailers from around the world will source new products from some 800 golf and golf lifestyle brands while attending high-level industry presentations, participating in education and career workshops, and connecting in person with peers and golf leaders to drive continued growth of the sport and the business of golf.

Greg Norman Collection is a longtime Supporting Partner of Golf Retirement Plus, contributing more than \$1 million towards PGA Professionals’ retirement funds since 1997.

About Greg Norman Collection:

Built upon a unique combination of performance, luxury and style, Greg Norman Collection is a leading worldwide marketer of golf-inspired apparel for men and women. Established in 1992, Greg Norman Collection is inspired by one of the world's leading golf professionals, the man they call "The Shark." Reflecting his adventurous spirit and confident, independent style, the Collection captures Greg Norman's powerful elegance, enthusiasm and passion for an individual design sense. To discover more, visit gregnormancollection.com and follow us on Instagram, Facebook, Twitter and LinkedIn.

About PGA Golf Exhibitions

The PGA Show, PGA Buying & Education Summit and PGA Show Connects are organized by PGA Golf Exhibitions (part of RX) and the PGA of America. Since its inception in 1954, the PGA Show has grown into the largest annual business event for the global golf industry. Regional PGA Show Buying & Education Summits and the PGA Show Connects digital platform connect the industry year-round and drive business leading up to the annual PGA Show. Learn more at PGAShow.com and follow us on Twitter, Instagram and Facebook.

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