

Simply Unprecedented: PGA Golf Exhibitions partners with the African American Golf EXPO to Welcome 3 New Black Businesses to the PGA Show



PGA
— SHOW —

October 26, 2021 – (Omaha, Nebraska) Jim Beatty, President of **Jim Beatty Golf Ventures**, organizer of the historic **African American Golf EXPO and Forum** and **PGA Golf Exhibitions**, organizer of the highly successful **PGA Show**, formed a unique relationship with the Inaugural African American EXPO and Forum **this year**. In an unprecedented move, PGA Shows made the offer to host the “Share Your Story” contest. This contest was targeted to exhibitors of the EXPO, that had not been previous exhibitors at the PGA Show held annually in **Orlando, Fl.**

The contest was to encourage exhibitors to tell their story via a 3-minute video. The content of the video was to highlight the challenges and adversities they have faced in developing their business. After submission of the video, a panel of judges from PGA

Storytelling and Overall Quality/Impact. The winner would receive free booth space at the 2022 PGA Show in Orlando.

According to Marc Simon, VP PGA Golf Exhibitions , “We were pleased to team with Jim Beatty Golf Ventures and the African American Golf EXPO to highlight the accomplishments of these companies and to assist in their ongoing marketing efforts. Having these companies at the PGA Show represents a historic milestone that we celebrate. PGA Golf Exhibitions is strongly aligned with the goals of increasing inclusion and diversity in the sport and business of golf. We are proud to help grow involvement by underrepresented communities at the PGA Show.”

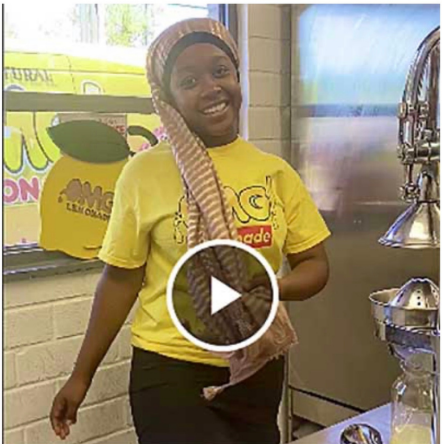
I am happy to report that not only did they select just one of the EXPO exhibitors but due to the quality and the impact of the submissions, they selected 2 additional winners who would receive a 50% discount on a space at the show. This is unprecedented. All three exhibitors are excited to share their products with industry influencers in the golf and golf lifestyle marketplace of the PGA Show.

This means that there will be at least 3 African American companies at the PGA Show in 2022. This is very significant as the cost of the show has typically been a barrier for many African American companies.

The winners were: First Place, **OMG Lemonade**, a Raleigh, North Carolina-based, beverage company. Tied for Second Place were **Bucka Fogey Sports**, an Abington, Pennsylvania-based apparel company and **American Soul Brothers**, an Atlanta, Georgia-based barbeque sauce company.

In addition to the value of a PGA Show Floor presence, it sends a proactive message of “inclusion” to the golf industry, the companies selected, and to the entire EXPO audience. This unprecedented action in fact establishes a standard for other companies and institutions in the **\$84 Billion** golf industry to emulate in order to advance diversity, equity and inclusion.

[View Their Stories Here.](#)



1st Place: OMG Lemonade