

# Annual show cuts fees

## Goal is to attract more people this weekend

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Got the golf itch?

There's no need to fear because the Edmonton Golf Show is near. Memories of rolling fairways, warm westerly breezes and morning dew will return when golfers of all abilities descend on the Edmonton Expo Centre for the 15th annual event on Saturday and Sunday.

Top-tier golf products and services, golf destinations and regional facilities will all be on display at the first of two PGA of Alberta-hosted golf shows. The other one is set for March 26-27 at Calgary.

There will also be various special promotions and numerous prize draws. Attendees will get a chance to meet Big Break star and Edmonton native Christina Lecuyer, who will be at the Play Golf Alberta booth.

In addition to trying out some of golf's best and newest equipment on the driving range, golfers will also have a chance to have a free 15-minute lesson with a CPGA professional, something that required additional costs in previous years.

"It's a great opportunity for golfers. It's almost spring time and they're getting that golfing itch," said PGA of Alberta marketing and event co-ordinator Kelsey Loftus.

Admission to the show is only \$10 -down from \$16.50 in 2010 -and Loftus said that should help attract more than the approximately 2,500 people who attended last year's event.

"We're excited to get more people to come out to the show, and the lower admission cost should help our numbers rise," Loftus said.

Virtually everything around the globe is broadening its technological horizon and becoming more social media savvy. UME Golf, which will be showcasing its ideas at the show, is no different.

"UME Golf is a Facebook-based company that hopes to branch out to younger people, and it's important for us (at PGA Alberta) to get with the times," Loftus

said. "It will connect people to different golf courses and information on pros and facilities."

Now if only the weather would co-operate and golfers could hit the links before Easter, alas.

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