

## PIN-UP GOLF HELPS CHARITY EVENTS POST BETTER RESULTS

Jennifer Pennington launched her charity fund-raising company, Pin-Up Golf, with the hope of cashing in her marketing degree, her experience as a model and her love of golf for a business that makes a difference in people's lives. But young women in short plaid skirts serving as charity tournament hostesses? More than a few event organizers told Pennington that her idea stood little chance in the conservative golf community. Now



entering its eighth year, Pin-Up Golf enjoys a reputation as a fun yet sophisticated fund-raiser that has helped non-profit organizations bring in more than \$3.5 million for their charities.

"I'm sure it might be a shock for those who said it would never work. But with 1,000 tournaments under our belt, we are snowballing and our clients are thrilled we are here to help," Pennington said.

The snowball effect includes 15,000 hits per month on [www.pinupgolf.com](http://www.pinupgolf.com), a growing international fan base whose members live in Denmark, the U.K., Canada, Germany, Spain, France and Italy, and a mailing list of nearly 250,000 people. It also includes Pennington's plans to offer franchise opportunities leading to the Pin-Up Golf brand and turnkey fund-raising system growing roots around the country.

"I would like to be able to move into other states to help raise money for as many charities as I can," Pennington said. "It's so awful when someone calls me and because of cost issues for travel, we can't do it."

In the meantime, Pin-Up Golf already has 80 charity tournaments booked at Southern California and Las Vegas courses this year and is hiring more staff to handle this year's goal of 225-plus events. The current crew of 14 Pin-Up Golf Ladies and two Pin-Up Golf Men help charities — including community groups, churches, schools and youth programs — maximize the profits of their golf tournaments through on-course contests and sales of raffle tickets and mulligan packages. The Golf Ladies, dressed in Pin-Up's trademark look of Scottish kilt, red polo shirt or sweater, bobby socks and Adidas golf shoes, conduct themselves as enthusiastic ambassadors for the charity and the game of golf. The Pin-Up Golf Men, dressed in traditional golf pants and red shirts, demonstrate the same as hosts of long-hitter, beat-the-pro contests, TaylorMade Golf equipment demo games and actually sell a lot of raffle tickets, too.

"Our goal is to help the charities raise money and provide a fun and memorable day for the golfers. Nothing is more important to us than helping a golf tournament succeed," Pennington said.

Call (888) 849-3004, or visit [www.pinupgolf.com](http://www.pinupgolf.com).