



PIN-UP GIRLS

More than just pretty faces, Pin-Up Golf makes a difference to your bottom line

Let's talk a little about Pin-Up Golf. Pin-Up Golf is the brainchild of Jennifer Pennington, who is also one of its hostesses, and the results have been nothing short of phenomenal. The concept is simple: Mix

golfers, beautiful women and prizes. The result: A successful golf outing. It's that simple.

The women are there to enhance the golf experience on the course and off, as they are available for auctions, raffle drawings, award presentations and caddying. If it's a golf-related event, Pennington wants her girls there.

"It's extremely popular and growing," Pennington says about her creation.

Pin-Up Golf (888-849-3004 or www.pin-upgolf.com)

is just 4 years old, but has already made an impact in the golf market. Last year, the group did 129 tournaments, mostly in Southern California, and this year's goal is 150. Pennington feels that is an easily achievable goal, especially with the expansion into Las Vegas. "This is a great place for golf and it was a natural for us," Pennington continues.

Now, before the stereotypes start flying around, Pennington points out that these women are more than just pretty faces. "It's not about bimbos," she says. "These girls are out there to help the tournament make money. We have to fight the stereotypes all the time. But once the people hear the girls talk and find out how much they know about golf, we are treated respectfully."

Pin-Up Golf is affiliated with TaylorMade as well as the PGA Tour, and those have been strong selling points. "That adds a lot of credibility," Pennington says.

Whether it's meeting and greeting players, selling tickets, driving beverage carts or even playing the role of caddies, Pennington says the girls of Pin-Up Golf will go out of their way to make sure every event is a success.

"It's our job," Pennington says. "We know how to sell.

We offer great prizes and we know people are out there to have fun, and we make it fun."

The cost for Pin-Up Golf varies, but charity events are free—another great selling point. Pin-Up Golf charges a percentage of sales as its fee. "They have nothing to lose and everything to gain by having us out there," Pennington says.

— Bill Bowman