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## FOR IMMEDIATE RELEASE

### Golf Women Mean Business Foundation selected for Golf Industry's Grassroots Grants Program

*Grassroots Grants Program supports 501(c)(3) charitable organizations or programs that aim to increase participation of underrepresented populations in the game of golf*

**Atlanta, Georgia (March 14, 2022)** In May of 2021, the golf industry's Diversity, Equity & Inclusion Collaboration introduced a new [Grassroots Grants Program](#) designed to increase participation among those who are underrepresented in the sport. The grant program is being managed by the [American Golf Industry Coalition](#), a coalition of the game's leading associations and industry partners, with the help of an inclusive work group focused on Youth & Adult Player Development. Forty-three organizations were selected to receive a grant in phase one. The Golf Women Mean Business Foundation (GWMB Foundation) was amongst the selected organizations in phase two.

The Golf Women Mean Business Foundation was selected for its ability to remove mental barriers in golf for a demographic of youth that may remain overlooked or underserved. "The GWMB Foundation takes a unique approach to introducing youth to golf and assisting with sustainability of current young golfers." said Patrina King, Executive Director.

In addition to developing youth in golf, the GWMB Foundation has three focus areas:

Scholarship - Provide scholarships to help offset cost for current college students who compete on golf teams.

Access - Provide access to golf courses and experiences that are either not a thought or readily available to the average student. For example, public and private golf courses, financial literacy courses, entrepreneurship exposure, and much more.

Experience - Annual Summer Camp that will serve as a positive introduction to golf as well as unique volunteer opportunities.

The purpose of the Grassroots Grants Program (GGP) is to support 501(c)(3) charitable organizations or programs dedicated to increasing golf participation among those who are underrepresented in the sport: Black, Latinx, Asian, Pacific Islander, and Indigenous communities as well as women, LBGTQ+ individuals, Veterans, and individuals with disabilities.

For more information on First Green visit [www.golfwomenmeanbusiness.com/foundation](http://www.golfwomenmeanbusiness.com/foundation). For more information on the golf industry's Diversity, Equity & Inclusion Collaboration, visit <https://wearegolf.org/diversity-equity-inclusion-collaboration/>.

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