



**For Immediate Release**

## **Golf Town renews National Sponsorship of Maple Leaf Junior Golf Tour**

**Vancouver, BC – (April 7, 2017)** – The Maple Leaf Junior Golf Tour (MJT), Canada’s number one-played Junior Golf Tour, is pleased to announce renewal of major sponsorship by national retail chain and Canada’s golf superstore, Golf Town, cementing an eight-year relationship between the two entities. Golf Town will continue to sponsor the **Golf Town Performance Award** at every MJT Junior Tour stop, with prizing awarded to a player in each division who shows the greatest improvement in score during the tournament.

“The Maple Leaf Junior Tour is delighted to have Golf Town back as the sponsor of the **Golf Town Performance Award**. It is a very popular award amongst the juniors who are striving to improve during the tournament, and to know there is always something to play for and to work towards,” said Murray Poje, PGA Professional and Executive Director of the MJT.

“Golf Town believes that Junior Golf is the future of the game, and to be able to partner with Canada’s most-played Junior Golf Tour by sponsoring the **Golf Town Performance Award** is very important to us,” said Frederick LeCoq, VP Marketing & e-Commerce at Golf Town. “The **Golf Town Performance Award** is in line with our vision and values in recognizing achievement and perseverance by young Canadian players.”

**About the MJT:** The non-profit Maple Leaf Junior Golf Tour presented by Boston Pizza is Canada’s number one-played Junior Golf Tour as well as the only national junior tour run exclusively by PGA of Canada Professionals and the ‘Road to College Golf’ in Canada. The organization is presented nationally by Boston Pizza and supported by valued Premier, Tournament and Product Partners. The MJT hosts more than 70 events across Canada, including free Ford Go Golf Junior Clinics, the MJT Mini Tour for 7-12 year olds, the Collegiate Tour for 19-23 year olds, and multi-day events for competitive players aged 11 to 18 which are also qualifiers for international competitions. The program offers annual awards, scholarships, and frequent player incentives to help reward player’s performance and participation throughout each season. MJT alumni include many Professional Tour players and PGA of Canada Professionals, as well as Canadian Amateur,

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National and Provincial Junior Champions. The MJT aims to develop champions, in golf and in life, promoting the game from grassroots through to provincial, national, university and professional level. For more information on the Maple Leaf Junior Golf Tour, please visit [www.maplejt.com](http://www.maplejt.com)

**About Golf Town:** Since being founded in 1999, Golf Town has grown to become Canada's golf superstore. With stores all across Canada, we have everything you need to play your very best. Golf Town stores are sanctuaries where golf devotees come to try, buy, learn about and improve their game. With big box stores averaging 18,000 square feet, we carry an unprecedented selection of all the top brand names in golf, at the best prices. Whatever you are looking for - from clubs, bags and balls, to footwear, apparel, accessories and gifts - we're a veritable golfer's paradise.

As leaders, innovators and lovers of the game, we pride ourselves on being your source for all the latest products, information, technology, and expertise to give you the best golf experience both in-store and on the course. For more details on Golf Town, please visit [www.golftown.com](http://www.golftown.com) .

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