***For Immediate Release***

**PLYR Golf signs on as Product Partner of the Maple Leaf Junior Golf Tour**

**Vancouver, BC – (March 3, 2017) –** The Maple Leaf Junior Tour (MJT), Canada’s number one-played Junior Golf Tour, is pleased to announce Product Sponsorship by PLYR Golf, a fun, new apparel and accessories brand founded by an alumnus of the MJT, Chase Porter, and his partner Brandon Kuse, both of Saskatoon, SK.

PLYR Golf supported the MJT on a regional basis in 2016 and have now expanded to a national partnership, taking on title sponsorship of the Skills Competitions at every MJT event across the country and encouraging juniors to ‘be a PLYR.’

“Juniors on our program will be delighted with the PLYR prizing this season,” said Murray Poje, Executive Director of the Maple Leaf Junior Tour. “Plus the fact that Chase Porter is an Alumnus of the Maple Leaf Junior Golf Tour and is now involved as a sponsor of the program is a great testament for the MJT.”

 **“**To partner with an organization like the MJT is an awesome opportunity for PLYR to give back to junior golf and grow our brand across Canada,” said Chase Porter, Co-Founder, PLYR Golf. “As a former MJT Member myself, being able to sponsor the tour I grew up playing is an awesome opportunity to stay connected to junior golf. We feel that all the competitors in these skills competitions really are PLYR’s, so sponsoring this is a perfect fit for us.”

To keep up with the new products PLYR offers, please visit [www.PLYRgolf.com](http://www.plyrgolf.com). For details on the Maple Leaf Junior Golf Tour, please visit [www.maplejt.com](http://www.maplejt.com)

**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 11-18 which also qualify players 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, 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.

**About PLYR Golf:** We feel the name PLYR best represents what we want to do as a company. We want to create a brand, and a culture that can be worn by anyone, and everyone. We created PLYR with the intentions of being a golf brand, but not limiting ourselves to just the golfer. PLYR is more than just golf, it’s a lifestyle. The PLYR Lifestyle extends well beyond the golf course. While in golf, 'player' is often slang for a great golfer, we want everyone to feel as though they can wear our brand. PLYR isn't only for scratch golfers, or golfers for that matter.... PLYR is a brand for anyone. And everyone.  We're all PLYR's.

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