***For Immediate Release***

**TaylorMade-adidas Golf signs three-year deal with Maple Leaf Junior Golf Tour**

**Vancouver, BC – (December 19, 2016) –** The Maple Leaf Junior Tour (MJT), Canada’s number one-played junior golf tour and the ‘Road to College Golf’ in Canada, is pleased to announce a major three-year sponsorship agreement with TaylorMade-adidas Golf, a golf industry leader in innovation, technology and performance golf equipment, footwear and apparel.

“We are delighted to welcome TaylorMade Golf as Premier Partner of the MJT, as well as adidas Golf as a Product Partner,” stated Murray Poje, Executive Director of the Maple Leaf Junior Golf Tour. “This is very exciting news for our players all across this country.”

David Bradley, General Manager of TaylorMade-adidas Golf Canada, commented, “We’re extremely proud to become a Premier Partner of the Maple Leaf Junior Golf Tour. The MJT provides us with an exceptional opportunity to encourage and support some of the best young golfers in Canada.”

The agreement, which commences in January 2017 and runs through December 2019, encompasses TaylorMade becoming the Official Ball of the MJT, TaylorMade golf hats for every MJT Member, and TaylorMade-adidas Golf equipment, apparel and footwear as prizing options across the country. In addition, TaylorMade will continue to be the presenting sponsor of the prestigious invitation-only MJT Boston Pizza National Championship conducted by the Maple Leaf Junior Tour each November.

Chris Hood, MJT Manager of Marketing and Administration, said, “Joining forces with industry leader TaylorMade-adidas Golf is great for our members and for junior golf in Canada, and recognizes the success of the MJT as the leading competitive multi-day Junior Tour in the country.”

For more details on TaylorMade-adidas Golf please visit <http://taylormadegolf.ca/> and <http://adidasgolf.ca/> . 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 60 events across Canada, including free Ford Go Golf Junior Clinics, the MJT Mini Tour for 7-12 year olds, and multi-day events for competitive players which also qualify juniors 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 the adidas Group**

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands: adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 53,000 employees.

**About TaylorMade Golf Company**

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands.

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