



For Immediate Release

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TGA Premier Golf Launches New Youth Sports Franchise in Phoenix

Former ad executive brings introductory golf programs to area schools and community centers

Phoenix, AZ – A successful national grassroots effort to bolster the future of golf continues as [TGA Premier Golf](#), the fastest growing introductory junior golf program adds a new franchise chapter in one of the top golf markets in the country.

Burke Noonan, a former advertising sales and marketing executive, is the most recent entrepreneur to invest in a [TGA Premier Sports](#) franchise. He plans to deliver introductory and recreational golf programs at schools, community centers and golf courses in East Phoenix, starting with the communities of Chandler and Gilbert.

“My dream for many years has been to be a business owner, coach kids and be around the game of golf as much as possible,” Noonan said. “So when I was researching opportunities in the golf industry and came upon TGA, I knew that this could be what I was looking for. And it was! I was burned out on 25 years of corporate life and was ready to do what I wanted to do, which was build my own business. The fact that I am also impacting youth and growing golf for the future is an added bonus.”

TGA’s (Teach, Grow, Achieve) unique program solves the main barriers to entry by delivering introductory golf programs directly at schools and community centers through before- or after-school enrichment programs. The self-sustaining, no funding needed, business model puts golf on a level playing field with other mainstream sports and creates a healthier and safer environment for students to be introduced to and learn golf. What differentiates TGA is the station-based curriculum that includes golf skill progression, education subjects and STEAM Labs, as well as physical fitness and health components.

TGA has also created the Player Pathway, the first of its kind in the industry, which is having a major economic impact on its more than 250 golf course partners nationwide. Once the students go through the introductory programs, TGA transitions them and their families from the school to partner golf courses through recreational programs such as camps, leagues and parent-child events, which results in increased traffic and revenues through green fees, food/beverage, and merchandise sales.

Finally, through its own line of youth golf equipment, TGA provides age and height customized equipment for all students at no cost, as well as an affordable option for parents to get them into the game.

“Golf is truly a sport that can be played for a lifetime and can open many doors as the child grows up and throughout adulthood,” Noonan said. “We want to create a new generation of golfers and change lives through the game.”

TGA’s golf franchises have now grown to 62 markets across the nation serving more than 3,300 schools and introducing over 650,000 youth (ages 5-13) to the game.

About TGA Premier Sports

TGA Premier Sports (TGA) is a leading introductory and recreational youth sports programming company specializing in golf, tennis, and soon to be team sports. Through an innovative franchise business model recognized by Entrepreneur Magazine as a “Top 10 Franchise Value,” with franchise fees ranging between \$16,000 and \$40,000, TGA empowers passionate entrepreneurs to impact the lives of youth and families by bringing youth sports enrichment programs into their communities.

TGA franchises can be found in more than 80 markets across 23 states, as well as internationally in Canada and Spain. Its continued growth has impacted over 700,000 youth and made these sports available to 1.75 million families. Future expansion strategies include the addition of 100 more franchises over the next two years, the addition of more sports, and impacting another one-million youth through its education based programs and the TGA Sports Foundation, which provides access for all children and promotes the physical, educational, social and character-building elements of these sports.

For more information about TGA Premier Junior Golf, visit www.playtga.com or follow @TGAJuniorGolf on Twitter.

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