



ALDAY COMMUNICATIONS

I N C O R P O R A T E D

FOR IMMEDIATE RELEASE

March 2006

CONTACT: Alday Communications
615.791.1535
pr@aldaycommunications.com

**ALDAY COMMUNICATIONS TEAMS UP WITH PGA OF AMERICA
TO EARN TOP NATIONAL AWARD**
Play Golf America Campaign Ranks First in Magellan Award Competition

FRANKLIN, Tenn. – The PGA of America and Franklin-based Alday Communications, Inc. (ACI) recently won a Platinum 2005 Magellan Award from the League of American Communications Professionals (LACP) in the Organizational Communications category. The winning campaign, called Play Golf America, is a national marketing program that aims to increase participation among new and occasional adult golfers. Platinum is the highest level of recognition in the competition. The campaign also placed first in overall competition among all categories, beating notables such as ESPN, Sony, Verizon Wireless and American Airlines.

“We are honored to be a part of the team with The PGA of America to promote Play Golf America,” said Mike Alday, president. “This award validates that all aspects of the campaign, from the publicity to the PSAs have been effective communications tools for growing the game of golf.”

Play Golf America was developed by The PGA of America, with the support of allied associations including: the LPGA, National Golf Course Owners Association, PGA TOUR, USGA and others involved in the annual Golf 20/20 Conference. The program utilizes the www.playgolfamerica.com web site to serve as a link for consumers to access fun, affordable and informative programs in their area.

ACI has been the public relations agency of record for the campaign since its inception in 2003. In this role, ACI coordinates all publicity efforts at the national and local market levels. Play Golf America generated 246.7 million media impressions at a total value of over \$8 million last year.

The Magellan Awards Competition is judged by a panel of communications professionals from a variety of organizations and industries. Entries are scored on a 100-point scale based on various criteria. More information on the Magellan Awards can be found at www.lacp.com.

About ACI

Founded in 1994, Alday Communications, Inc. is a nationally competitive, full-service public relations and marketing agency located in Franklin, Tenn., just south of Nashville. Specializing in strategic communications, ACI serves clients of all sizes across a variety of industries and has special expertise in the industries of golf, footwear, publishing, sporting goods and gardening. For more information, visit www.aldaycommunications.com.

About The PGA of America

Celebrating its 90th anniversary, The PGA of America was founded in 1916, and is a not-for-profit organization that promotes the game of golf, while continuing to enhance the standards of the profession. The Association is comprised of more than 28,000 men and women PGA Professionals who are dedicated to growing participation in the game of golf.

###