

Unique Partnership Launched Between Kenya Golf Union and U.S. Kids Golf Foundation in Developing Young Golfers in African Nation

(Pinehurst, NC) – With a goal of increasing the number of kids playing golf in Kenya and having a golfer represent the nation in the 2028 Olympics, the Kenya Golf Union and U.S. Kids Golf Foundation recently launched a three-pronged program to achieve these objectives.

"This partnership is the first of its kind in the world and can serve as a model for other countries with a desire to increase the number of girls and boys playing the game while having some develop into elite players using our Player Pathway," said Dan Van Horn, president and founder of U.S. Kids Golf. "In receiving commitments from the Government of Kenya, all golf organizations within the country, and some of the country's largest corporations as sponsors, the assets are in place for success."

The week-long effort came about after the Government of Kenya tasked the Kenya Golf Union with identifying a program that would demystify and elevate the sport within the country, particularly among juniors. The representatives ultimately concluded that the holistic approach by U.S. Kids Golf would serve their nation's efforts the best. A three-year renewable agreement supports this campaign via Safaricom, NCBA Bank, Crown Paints, and Prime Bank.

Cabinet Secretary of Sports, Heritage, and Culture, Amb. Dr. Amina Mohammed, the chief guest during the partnership launch, noted that the agreement would allow more players to learn and enjoy playing golf while also providing opportunities for qualifying players to compete in larger events internationally.

"It is my expectation that the coaches and their respective golf clubs will use their newly acquired knowledge and skills to attract and nurture the talents of junior golf players from across the country," Mohammed stated. "This will, in the long term, grow the game of golf in Kenya and develop more elite players."

The partnership includes three key aspects:

- **Coach Training**—the U.S. Kids Golf Coaches Institute has completed multi-day, in-person training of over 40 coaches in Nairobi. These coaches will implement the 10-level Player Pathway throughout the country to allow players to advance from beginners to elite players.
- **Tournaments**—At the partnership launch, U.S. Kids Golf announced the establishment of a Local Tour in Kenya beginning in February while also sanctioning an event in early December. These competitions will allow players to start experiencing tournament golf with the opportunity to earn status in regional and international events based on their play.
- **Products**—To provide the necessary equipment in Kenya, the company has developed a relationship with a distributor to ensure all products are available for training and playing in competitions.

Dan Van Horn, the President and Founder of U.S. Kids Golf, traveled to Kenya with his wife and members of the Coaches Institute to formalize the agreement and help kick off its efforts.

"Through the training of coaches who will implement the Player Pathway in junior programs across the country, the foundation has been laid for this remarkable effort," Van Horn explained. "We have high

expectations that the pathway, along with the availability of properly fit equipment and the opportunity to participate in competitions, will lead to a huge increase in the number of junior golfers while providing the framework to develop elite-level talent. All these kids need are an opportunity and some resources. This program will provide them both."

For images or more information on the partnership between U.S. Kids Golf and the Junior Golf Union of Kenya, please contact John Kim at jkim@uskidsgolf.com or 678 405 3408.

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About U.S. Kids Golf

U.S. Kids Golf is the world's leader in helping grow golf among youth and families. Founded in 1996, U.S. Kids Golf offers three distinct lines of equipment in up to 10 sizes. The U.S. Kids Foundation hosts more than 1600 tournaments globally – including the U.S. Kids Golf World Championship held annually in Pinehurst, N.C.; and its Coaches Institute includes over 1800 members around the world. The Foundation also owns and operates Longleaf Golf & Family Club in Southern Pines, N.C., a "Living Laboratory" of golf's best practices and newest ideas to make golf a better game for everyone. In both 2018 and 2020, U.S. Kids Golf was honored by the National Golf Foundation as one of the "Top 100 Businesses in Golf" based on influence, innovation, and social good, among other criteria.

About the Kenya Golf Union

The Kenya Golf Union is the governing body of golf in Kenya. The Union was formed in December 1928 and immediately recognized as an official governing body in golf by The Royal & Ancient. The KGU's official tasks include promoting the game of golf and maintaining the international standards of the game in Kenya. Other responsibilities include maintaining a uniform handicapping system throughout the country; control, management, and organization of the Kenya Open Golf Championship, hosting the Kenya Men's Amateur Championships, and operating other open Kenyan events. The KGU also maintains and upholds the Rules of Golf and acts as arbitrator in disputes regarding rules and their interpretations within the nation.