



Attention Sports & Business Editors – For Immediate Release

Promomedia Group partners with Executive Golf to boost golf market in Ottawa-Gatineau

New “Corporate Challenge” event will pit company against company as part of the deal

May 5, 2011 – Ottawa, Ontario. Promomedia Group (**promomedia.com**), one of Eastern Canada’s largest promotional firms, has signed a major two-year sponsorship agreement with Ottawa-based Executive Golf (**executivegolf.ca**) to enhance the profile of golf in the Ottawa-Gatineau region.

In the deal, Promomedia will take over sponsorship of three already existing events and will work with Executive Golf to introduce the inaugural “*Promomedia Group Corporate Challenge*” to the region’s business community. This one day event, slated for autumn 2011, will attract the top four competitive golfers from different companies to battle it out in match-play competition. Individual businesses will appoint their own team members.

“We’ve had this corporate challenge on the drawing board for a few years now,” said Jamie Ryan, Executive Golf President. “The demand is clearly there and I guess we just needed the right partner to make it happen, and Promomedia’s enthusiasm for the event made it clear that that time has arrived.”

The event takes place at Loch March Golf & Country Club on September 13, 2011. Interested companies can sign up online at **executivegolf.ca/promomedia**.

According to Promomedia President & CEO, Dan Rochette, the Corporate Challenge is just one part of a much broader picture. “We’ve been looking for an opportunity like this for a while. Just by the nature of our line of business, we already know most of the region’s marketing and advertising people – so recruiting teams is going to be the easy part. When you combine that with Executive Golf’s own marketing reach and tournament management skills, I’m certain this event will turn into a major staple in the region’s golf scene.”

In addition to the Promomedia Group Corporate Challenge, Promomedia will take over title sponsorship of the following events:

- **Ottawa Sun Scramble Promomedia B-Class City Championship.** The biggest division of Ottawa Sun Scramble City Championship Week (the region's largest golf event), which is now entering its 7th season – and held in August at multiple golf courses throughout Ottawa and Gatineau.
- **Ottawa Sun Scramble Promomedia Closest-To-The-Pin.** This contest for competitors in all nine divisions is a 50/50 with the winner taking half the pot, and the other half going to the Make-A-Wish Foundation of Eastern Ontario.
- **The Slammer Tour Promomedia B-Class Tour Championship.** Also entering its 7th season, this event is a season-long elimination match-play event where the field is cut in half after each round, until one player survives and takes the championship.

The overall mission of Executive Golf is to promote the sport of golf in the Ottawa-Gatineau region, and key to success in this area is to recognize and appeal to all types of golfers. “We have some of the Canada’s best players, right here,” says Ryan, “but we also have a huge number of beginners and social golfers, and, of course, everything in between.”

While the Promomedia Group Corporate Challenge targets players who crave competition and networking, Executive Golf conducts programs and events that are specifically-designed for every type of golfer, including beginners, juniors, ladies, seniors, non-serious social players and hard-core competitors.

Since 1999, Promomedia Group has grown into one of the largest promotional firms in Eastern Canada. They provide high-quality brandable promotional items through their Signature Collection and base their reputation on knowing what products offer the best return for different market segments. The company is located in east Ottawa on Canotek Rd. and has 23 employees who service clients throughout Canada and the United States.

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