



# SYNTHETIC TURF INTERNATIONAL

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### Announcement

*Synthetic Turf International Continues Partnership with World Long Drive Association*

**Dalton, Ga.** (June 1, 2018) – Dakota Harp, Business Director of Synthetic Turf International® (STI) is pleased to announce the continued partnership between STI and the World Long Drive Association. “Synthetic Turf International is excited to work directly with Golf Channel as the exclusive turf provider for World Long Drive. We are excited to see the World Long Drive continue to grow, and STI is happy to be a part of that growth. It is great to see the World Long Drive moving from three, to five televised events on Golf Channel in 2018, with four of those competitions taking place on turf provided and installed by Synthetic Turf International,” stated Harp.

Synthetic Turf International (STI) is proud to be the exclusive turf provider for the World Long Drive competitions again this year. The hitting area is covered with our product Pro Ball Turf, with EZTee® Poly discs cut in where players will be teeing the ball. The Pro Ball Turf allows for custom logos to be cut into the hitting area.

“When you consider the abnormal swing speeds being generated at our competitions, you quickly realize how vital it is to have a reliable and stable surface,” said Colin Turner, World Long Drive Association director of events. “Our competitors are routinely hitting drives in excess of 400 yards, which is why we place so much value in our partnership with Synthetic Turf, knowing their consistent product can withstand the amount of force being exerted at each of our tour stops throughout the course of the season.”

This year’s Volvik World Long Drive Championship, which also airs on Golf Channel, is located in Thackerville, Oklahoma (August 30 - Sept 5).

“We are thrilled to partner with Golf Channel for the World Long Drive events in taking Synthetic Turf International programming and products to the next level,” said Vice President of Sales and Marketing Kevin Barker. “This move exposes synthetic turf to a broader community of passionate sports fans who view golf and digital streaming events around the world. Golf Channel continues to demonstrate an unparalleled commitment to marketing and promotion, and unique programming like the World Long Drive events that brings visibility to young athletes pushing into exciting new areas that golf can offer. We are excited to work with Golf Channel to grow the World Long Drive events in America and show fans synthetic turf is a high-performance surface golf can be played on”.

STI’s commercial will air during live coverage of World Long Drive Association events, airing in primetime on Golf Channel through the Championship later this year.

The next event will be June 4-5 at the Atlantic City Boardwalk Bash in Atlantic City, N.J.

### About World Long Drive Association

The World Long Drive Association is an organization that brings together golf's longest hitters from around the globe. Emerging as one of golf's most popular grass roots competitions – a finalist at the 2018 Cynopsis Sports Media Awards in the *League of the Year for a Breakthrough Sport* and *Live Coverage of a Breakthrough Sport* categories – sanctioned Long Drive events are open to amateur and professional golfers. With an Open Division, Women's Division and Masters Division (Ages 45+), the sport appeals to golfers of all ages. The 2018 WLDA season consists of events across the United States and around the world, culminating with the *Volvik World Long Drive Championship*, Sept. 1-5, from WinStar World Casino & Resort on the Oklahoma / Texas border, where competitors will convene under the lights for the world title on Golf Channel. In 2017, World Long Drive coverage on Golf Channel featured three televised events, and across all telecasts (live and replay) airing across Golf Channel and NBC, 6.4 million unique viewers watched at least some portion of World Long Drive events, +295% vs. 2016, and the most-viewed season of World Long Drive on record (2013-2017, according to data released by The Nielsen Company).

### About Synthetic Turf International

Established in 1995, Synthetic Turf International (STI) is committed to helping others Experience a Greener World in places where natural grass doesn't easily grow by delivering the highest levels of quality, ethics and support. Our outstanding network of over 100 dealers delivers superior golf tee lines, putting, chipping and target greens installations. Leveraging our expertise in the golf market, we also provide synthetic turf solutions for thousands of playgrounds, landscape projects, doggie daycares and indoor sport facilities throughout North America. STI is recognized as the leading manufacturer and installer of the highest quality synthetic turf in the industry.

### About Controlled Products

Headquartered in Dalton, Georgia, Controlled Products ([www.cpturf.com](http://www.cpturf.com)) produces the highest quality synthetic turf in the industry for every possible application. Sustainability, innovation, research, the ability to customize deliverables and the use of advanced, state-of-the art technology are key priorities for the organization. Established in 1989, Controlled Products is an ISO 9001, ISO 14001 and OHSAS 18001 company. As a founding member of the Synthetic Turf Council (STC), and a STC Certified Manufacturer/Supplier, their expertise is unmatched in the industry. Their synthetic turf products are currently in use in thousands of athletic fields, playgrounds, landscape projects, golf courses and indoor sport facilities throughout the world. To learn more, visit [www.cpturf.com](http://www.cpturf.com), call (800) 562-4492 or contact the company at Controlled Products, LLC, 200 Howell Drive, Dalton, Georgia 30721.