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Charlotte Based Golf Company Seeks To Position Golf As A Leader In Equal Opportunity

For the first time in sports, men and women will be competing for the same prizes across a consistent full schedule of athletic competition with SwingThought.

CHARLOTTE, NC: SwingThought, a Golf Interact, LLC brand, announced today that in 2020 it will be hosting 25 tournaments coast to coast where men and women will be competing for the same prizes. By offering equal opportunities to both men and women golfers along their journey, SwingThought seeks to bring new golf experiences to a wider audience to benefit the game, golfers, courses, and community partners.

“Along our own journey as a company, we have come to recognize that our tournaments should be inclusive to all golfers...supporting both men and women through competition for the same opportunities,” says professional golfer, entrepreneur and Golf Interact / SwingThought Founder and CEO, Michael Rush. “The game of golf benefits from additional interest and participation and it is our job to provide unique experiences that benefit the individual and the group.”

Golfers will be competing for minimum guaranteed sponsored prizes with a first place offering of \$25,000, and 40% of the field earning prizes. The forward thinking company aims to fill the gap in developmental golf, and provide reliable opportunities for all pros seeking to compete and take their game to the next level benefiting the company with engagement to its brand platform. Other features and benefits of SwingThought tournaments include:

- SwingThought invests directly into players through its tournaments with guaranteed sponsored prizes which are not dependent upon field size whatsoever
- Total prize funds are always at or above 100% of entry fees and return on entry (ROE) is best in class throughout the prize fund
- This coming Spring, ST Tournaments will be supported by a new cutting-edge SwingThought web platform and app offering all golfers statistic tracking, cloud-based data organization, CrowdSponsoring, a swing analyzer, and more tools to organize the golf journey

Additionally, the organization offers several different membership options for ST Players with benefits that include year end prizes for top performers, thousands of dollars in savings on entry fees, flexible registration, host-housing, priority access to paid pro-ams, and more.

SwingThought Tournament One (**ST1**) is scheduled for January 16 and 17 at Eagle Creek Golf Club in Orlando, FL with registration fees starting at \$850. For details on how to register and additional schedule information visit www.swingthought.com.

SwingThought aims to be a thought-first innovation leader in golf, driven by a mission to connect people to the experience of the game. Since 2015, the company has invested over \$3 million directly into players and has contributed to the development and advancement of more players to the PGA Tour system than any other developmental tournament system.

If you have any additional questions please contact Mary Ann Baber at maryann@swingthought.com or 205-239-1765.