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POPULARITY OF LADIES GOLF PROMPTS LAUNCH OF LOCAL BUSINESS

Sassy Golf Gloves in demand as lady golfers want to look stylish

PHOENIX, Ariz., USA – With the ever-growing popularity of women’s golf and the talented female players on the LPGA, courses valley-wide are filled with women who want to play tournament or recreational golf, while looking and feeling stylish. Long gone are the days of dressing like the men in monotone golf shirts.

Sassy Golf, a locally owned business, has launched a line of ladies golf gloves that are fully functional for play, yet feminine and stylish as well. Elizabeth Carless, owner of Sassy Golf and an avid golfer for over 15 years, said, “Basically, I was tired of wearing a man’s golf glove sized for a woman. I made a few for myself for fun and found I was constantly asked, “*where* did you get that? I want one.” So I decided to run with the idea and Sassy Golf was born.”

The gloves are authentic, quality ladies golf gloves manufactured in New York, then embellished with various themed charms and finished with a daisy. There are several styles from which to choose with names like “Happy Hour”, “Fruity Flirty” and “Flip-Flop Flop-Shot.” “They are made to be fun. I sew the charms by hand and want every glove to be special and unique,” said Elizabeth. Each glove also comes with a boutique-style pouch for storage.

The online business is receiving orders from all over the world and the sales teams are expanding to include boutiques, resorts, and pro shops nationwide. The company has also received inquiries from Europe to expand into the international retail market. Stephen McLean, CIO for Sassy Golf said, “The amount of online attention and interest in this product from around the globe illustrates the immense desire and market for new and interesting products specifically for women golfers. We are prepared to meet the demands of that market.”

(More)

About Sassy Golf

Sassy Golf creates ladies golf gloves that are stylish, fun, and functional for women who enjoy the game of golf. Sassy Golf's product line provides a feminine golf accessory for women golfers and will continue to expand the product line to meet the growing market demand both domestically and internationally.

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For more information about Sassy Golf, call 602-882-4516 or visit www.sassygolf.com