

# GOLF ACADEMY

## Golf Channel Academy Magazine Debuts

*Only all-instruction digital golf magazine launches with free trial for those who want to improve their games*



**Orlando, Fla. (Aug. 18, 2015)** - Golf's only digital magazine dedicated to instruction launches today with content that shares expertise from the industry's best teachers, supported by the Golf Channel Academy instructional brand. For a limited time, Golf Channel Academy magazine is available free to any golfer who wants to play better, stay better and have more fun in the process.

The digital magazine launches with a cover story by Golf Channel Academy (GCA) lead coach Mitchell Spearman, who also appears today and tomorrow on Golf Channel's "Morning Drive." The feature article teaches everyday golfers how to generate effortless power on their tee shots, which is the perfect way to kick off this new magazine designed to help power its readers to better games.

Also included in the premier issue is a frame-by-frame swing analysis of 2015 Masters and U.S. Open champion Jordan Spieth by GCA lead coach Jeff Ritter, including a bonus video tip on Spieth's "signature power move." Other stories offer help for escaping from fairway bunkers, mastering the dreaded 60-yard wedge shot, and videos—clickable directly from the magazine's pages—on developing a feel for distance in putting, and attacking front and back pin locations.

Initially, Golf Channel Academy magazine will be published monthly and will be available with a free-trial subscription by signing up at [GolfChannelAcademy.com](http://GolfChannelAcademy.com).

Golf Channel Academy magazine is the only digital publication devoted exclusively to golf instruction. Each issue will feature a wide variety of articles, authored by GCA coaches who have brought their teaching academies and facilities under the GCA umbrella.

Along with articles to help readers play better, Golf Channel Academy magazine will explore the latest trends in equipment, technology, fitness, and nutrition. This unique 360-degree approach to improvement reinforces GCA's commitment to golf "coaching" and playing the game, not just hitting shots. Other articles that help differentiate GCA magazine from other golf publications will focus on how to practice more efficiently, prepare for "major" competitions, warm up properly, and keep cool under pressure.

Each issue also will include articles on how to elevate your performance on the course, lessons from Hall-of-Fame players and coaches, and a Q&A giving readers an opportunity to ask GCA coaches specific questions about their game.

*Note: Golf Channel Academy magazine is presently only available for viewing on a computer. Platforms for tablets and smartphones will soon be introduced.*

For more information about Golf Channel Academy, including a full listing of all its current lead coaches and locations, please visit [www.GolfChannelAcademy.com](http://www.GolfChannelAcademy.com).

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#### **ABOUT GOLF CHANNEL ACADEMY**

Golf Channel Academy is a dedicated network of teaching facilities and a hands-on extension of Golf Channel's *Golf Channel Academy* primetime instruction programming, with 58 locations in North America. Golf Channel Academy brings top teachers together and makes it easier for avid amateur golfers to experience the benefits of high-quality, personalized instruction from some of the game's most decorated coaches.

#### **ABOUT GOLF CHANNEL**

Golf Channel is a multimedia, golf entertainment and services company based in Orlando, Fla. Serving the most-affluent audience in all of television, Golf Channel – co-founded by Arnold Palmer in 1995 and now part of the NBC Sports Group – is available in more than 120 million homes in 83 countries and 12 languages around the world. Exclusive partnerships with the world's top tours allow Golf Channel to feature more live golf coverage than all other networks combined, as well as a programming schedule distinguished by golf's highest-quality news, instruction and original programming. Golf Channel's digital platforms, headed by [GolfChannel.com](http://GolfChannel.com), are the leading golf destinations on the Internet, delivering unmatched coverage of the world of golf. Fans are able to enjoy 24/7 live streaming of Golf Channel content through Golf Live Extra and select programming is simulcast via SiriusXM's PGA TOUR Radio. In addition, Golf Channel connects the world to golf through a wide array of digital services including Golf Channel Mobile; GolfNow, the world's largest online booking platform; [GolfAdvisor.com](http://GolfAdvisor.com), a golf course ratings and review portal; the interactive Golf Channel Academy instructional app; and the Golf Channel Am Tour, the world's largest amateur golf tour.

#### **Media Contacts:**

Karen Moraghan  
Hunter Public Relations

908/963-6013  
kmoraghan@hunter-pr.com

Dan Higgins  
Golf Channel Communications  
407-355-4018  
Dan.higgins@golfchannel.com