

The Official Monthly
NEWSLETTER
FRIDAY, JULY 1, 2011


DIXONgolf
HIGH-PERFORMANCE | ECO-FRIENDLY



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DIXONnews



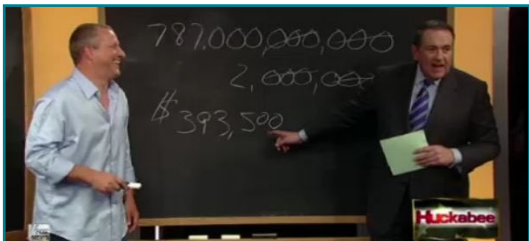
Dixon Golf Shoots Commercial with Don Cheadle

Don Cheadle wrote and starred in a commercial for Dixon Golf. The commercial is about the Golf Gods, their disdain for conventional pollutant golf balls and the approval of the Dixon brand. The video is currently in editing, and will be released online in the near future.



Recycling in Mississippi

Dixon Golf will be holding another recycling event before a PGA Tour event: the Viking Classic, which takes place July 11-17 in Madison, Miss. Dixon Golf will be looking to duplicate the success achieved here in Phoenix before the Waste Management Phoenix Open. The recycling event will take place Monday, July 11 and Tuesday, July 12 at the Edwin Watts golf shop in Ridgeland, Miss. Those who bring in at least two dozen used golf balls to recycle will be given a free pass to the Viking Classic, additional prizes will be given to those who bring in the most golf balls each day.



Flansburg on Huckabee

Scott Flansburg appeared on former Governor Mike Huckabee's show, *Huckabee*, on the Fox News Network. He flexed his brain muscle to calculate national debt-related issues at lightning speed. Watch [Scott Flansburg on Huckabee](#). Dixon Golf also supplied Mr. Huckabee with a box of Dixon Earth with the Governor's likeness imprinted on the ball.



Costa Rica

The August date for the Dixon Golf Green Golf Tournament in Costa Rica is rapidly approaching. Josh Duhamel, Kevin Sorbo and Scott Flansburg will all be there representing Dixon Golf. If you'd like more info about the week-long festivities, visit ecoweekcostarica.com.



Dixon Golf Fights Fire With Fire

As the Wallow Fire rages on, Dixon Golf is offering a 25 percent discount on the Fire ball, with 25 percent of the proceeds going to the Grand Canyon Chapter of the American Red Cross. When the Red Cross heard about the promotion, they had this to say: "We are greatly appreciative of Dixon Golf's overwhelming generosity to help Arizona recover from the devastating Wallow Fire and other local wildfires. It is only through the support businesses, foundations and individuals that the Red Cross is able to help people in need down the street, across the country and around the world." The promotion ends September 1.

CORPORATE SPOTLIGHT

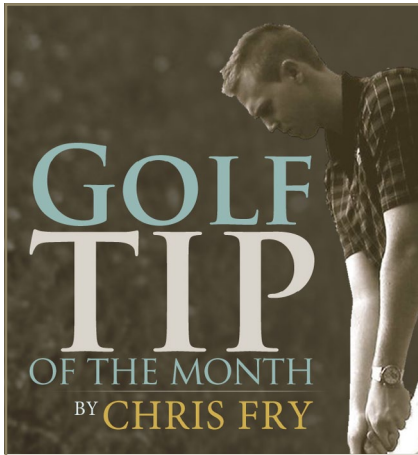


RSP Architects, a global architecture firm based in Minneapolis, Minnesota has more than 200 professionals focused on building lifecycle management through architectural design, facilities assessment and analysis. Joe Tyndall, a principal in the Tempe, Arizona office, received a sleeve of the Dixon Earth during a tournament where the Dixon Challenge was held. As an avid golfer, and professional promoting sustainability, Joe appreciates Dixon Golf's mission – to "save the Earth, one golf ball at a time" - and the benefits of partnering with the world's leading high performance eco-friendly golf ball company.

"The eco-friendly golf balls are not only a good conversation piece during a round of golf, but are also an excellent performing ball. I find the distance off the tee and soft feel around the greens to be amazing. My architecture firm is geared around high performance and sustainability, so using the Dixon ball is a natural. In fact, our firm has our logo on dozens of Dixon Earth and Fire balls, so we can give them out to our best clients." - Joe Tyndall

To learn how your company might leverage Dixon Golf's mission and products, contact Alden Ulrich, Director of Corporate Partnerships at alden@dixongolf.com.





For more golf tips from Chris Fry, PGA, visit:
youtube.com/chrisfrygolf.com

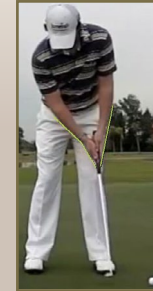
Putt Like Rory McIlroy, 2011 US Open Champion by Chris Fry, PGA

Rory McIlroy of Northern Ireland displayed impeccable ball striking as he navigated his way to his first major victory at this year's 2011 U.S. Open. But the 'man behind the curtain' was his putting. Every time I saw him need to make a putt, he did. How does he do it? Three main keys keep Rory's putting simple yet extremely effective. So I implemented what I call *mental practice swings* and we achieved a great result.

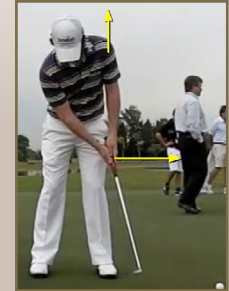
1 Keep the putter head low as you swing back and through – envision putting under a rope



2 Keep a flat left wrist and a cupped right wrist



3 Push the hands and pull the left shoulder up



For the full scoop on Rory's putting, and an in-depth video on how to emulate his style, please visit my exclusive vault of instructional videos here: www.ChrisFryGolfBlog.com

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SPONSORED TOURNAMENT SCHEDULE

DATE	TOURNAMENT NAME	GOLF COURSE	BENEFITTING CHARITY
July 8	Arizona Pharmacy Foundation Annual Golf Tournament	Arizona National Golf Club	Llyn Lloyd Pharmacy Service Scholarship
July 8	3rd Annual SAME Golf	General William Blanchard	355 Civil Engineer Booster
July 9	Two Seater Golf Club	University Golf Club	Two Seater Golf Club
July 9	Lenny Williams Golf Classic	Monarch Bay Golf Club	Keep Music Rockin' Foundation
July 9	Highland High School	Superstition Springs Golf	Highland High School
July 9	Nancie Glanzrock Classic Breast Cancer Survivor	Foothills Golf Club	Nancie Glanzrock's Medical Expenses
July 9	5th Annual Wildcat Trail Media Open Golf Tournament	Arizona National Golf Club	Boys & Girls Club of Tucson
July 10	St. John Lutheran 9th Annual Golf Tournament	Sail Ho Golf Club	St. John Lutheran Church
July 10	VCJGA Parent / Junior Fundraiser Tournament	Ojai Resort	Ventura County Junior Golf Association
July 11	6th Annual Long Beach Mayors Trophy	Sky Links	Long Beach Ronald McDonald
July 11	Andy's Chapter of Hope	Red Tail Golf Club	Leukemia Research Foundation
July 11	Make It Possible Foundation Classic	Saticoy Country Club	Ventura County Junior Golf Association
July 15	Chip in for Humanity Golf Classic	Whirlwind Golf Club	Chip in for Humanity
July 16	Light the Fire	Union Hills Country Club	Maricopa County Republicans
July 16	Annual Police-Celebrity Golf Tournament	Trump National Golf Course	Injured LAPD Officers and Their Families
July 16	Joseph L. Perrotta Memorial Celebrity Golf Outing	Sail Ho Golf Club	Donora Baseball Association
July 16	Scramble for Your Veterans Golf Tournament	Sail Ho Golf Club	American Bombshells
July 16	Lady Bug Golf Invitational	Cobble Creek Golf Course	Cobble Creek Women's Association
July 16	Raider Nation and Friends 2011	Riverside Golf Course	United One Productions

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SPONSORED TOURNAMENT SCHEDULE: *continued*

DATE	TOURNAMENT NAME	GOLF COURSE	BENEFITTING CHARITY
July 18	5th Annual Pars Fore Paws	Eagle Brook Country Club	Anderson Animal Shelter
July 22	Middle Eastern Festival	TBD	St. George Orthodox Church
July 22	Paradise Lounges Annual Christmas in July Charity	Scottsdale Silverado Golf Club	Home Fur Good
July 23	Inaugural Mike Terrin Memorial	Flagstaff Ranch Golf Club	Mike Terrin Memorial Scholarship Fund
July 25	Tee Off Against Breast Cancer	Talamore Country Club	Young Survivor Coalition
July 25	Walter Knopp 13th Annual Golf Classic	TBD	Muscular Dystrophy Association
July 25	Roman Golf Tournament	Mountain Gate Country Club	Los Angeles High School Romans Athletics
July 26	9th Annual Steve Alley AFCA Golf Tournament	Falcon Dunes @ LAFB	Arizona L.A.S.T.
July 29	Michael Finney's 15th Annual Dry Heat Classic	Whirlwind Golf Club	Rotary Gift of Life AZ
July 29	GRS Beyond Charity Classic	The Omni at Tucson Nation	At-Risk Youth
July 30	CDW Chandler Golf Open	Lone Tree Golf Club	Phoenix Children's Hospital