



FOR IMMEDIATE RELEASE:

Dixon Golf Joins Holiday Heroes Fundraiser

TEMPE, ARIZ., December 16, 2013 - Dixon Golf, manufacturers of the first high performance, eco-friendly golf balls, will participate in the Holiday Heroes Charity Golf Tournament on December 18, 2013 at ASU Karsten Golf Course in Tempe, AZ.

Holiday Heroes is an annual fundraiser put on by Arizona Sports 620 that benefits the 100 Club of Arizona to provide financial assistance to families of public safety officers and firefighters who are seriously injured or killed in the line-of-duty.

Dixon Golf developed the Dixon Challenge to help charities raise additional funds through a fun on-course game. Dixon will also be providing an Amateur Endorsement Package for one golfer participating in the charity event.

"We are excited to team up with Holiday Heroes this year," says Dixon Golf's CEO William Carey. "This golf event brings attention to the individuals that protect our community and continue to keep us safe every day."

The funds raised from the tournament will be allocated towards family assistance following life altering situations, safety equipment and scholarships for children of public safety officers.

"We would like to thank Dixon Golf for their contribution to our Annual Holiday Heroes Golf Tournament, benefitting The 100 Club of Arizona," says Ilene Thompson, Director of Client and Community Services for Arizona Sports 620.

This marks the first year that Holiday Heroes and Dixon Golf partner.

To donate to Arizona Sports Holiday Heroes, call 480-967-1600 on December 18, 2013 between 10 am to 6 pm.

Dixon Golf, a Tempe, Ariz. based company, is the world's only manufacturer of a high performance, eco-friendly family of golf balls. Borne from a desire to limit its impact on the environment, from core to cover, from packaging to production, Dixon Golf is setting a new standard in environmental consciousness. Dixon Golf believes in being socially responsible and donated more than \$400,000 to charities in 2012. The Dixon family of golf balls is distributed internationally and conforms to USGA standards. For more information about Dixon Golf, please visit dixongolf.com or www.facebook.com/dixongolfballs and follow @Dixon_Golf on Twitter.

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