



FOR IMMEDIATE RELEASE

Buy Spirit and Help Lift Hers By Dixon Golf

TEMPE, ARIZ., Oct. 1, 2015 – Dixon Golf, manufacturers of the first high performance eco-friendly golf balls, today announced their Buy Spirit & Help Lift Hers campaign to support Breast Cancer Research, exclusively on dixongolf.com.

The campaign will run all October to celebrate Breast Cancer Awareness Month. During this time, Dixon has pledged to donate half of all Dixon Spirit profits to Breast Cancer Research.

“The color pink has launched the global community to take a part in Breast Cancer Awareness. It’s our turn to make a difference in the fight and help support the women in our lives” says William Carey, CEO of Dixon Golf. “Our crystal pink eco-friendly golf ball embodies style and strength, a perfect complement to her game and more importantly her Spirit.”

Dixon Spirit balls were recently given a Straight A Performance in distance, control, durability and feel by Golflife.com. The Spirit ball features a Crystal Pink Eco-Cover and a 392 Tour Proven dimple pattern.

Dixon Spirit balls can be purchased for \$29.99 per dozen on dixongolf.com. Please visit dixongolf.com to Buy Spirit & Help Lift Hers.

Golflife.com caters to your golf lifestyle by providing informative golf tips from top instructors, golf resort sneak peeks and insight into equipment companies. The site streams a daily feed of top golf videos, news and lifestyle stories and is an official satellite of Golf Life, a monthly Golf TV “magazine” series that airs on Fox Sports Network. For more information, visit golflife.com or follow @golflife on Twitter.

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 has donated more than \$1,000,000 to charities nationwide since 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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