



Dixon Celebrates Trees for Arbor Day

TEMPE, ARIZ., April 24, 2015- Dixon Golf, manufacturers of the first high performance eco-friendly golf balls, announced today their Arbor Day weekend drive at dixongolf.com. As an extension of its Trees Beyond the Green campaign and in observation of Arbor Day, Dixon Golf has agreed to plant three trees for each item purchased online April 24-26.

Arbor Day weekend entails triple the number of trees planted per item and features a collection of tree facts on Dixon Golf's social media.

"Arbor Day weekend at dixongolf.com spurs us to maximize the amount of trees planted this year, in honor of one of our favorite holidays," says William Carey, CEO of Dixon Golf. "In doing so, we hope to engage in a social dialogue about the importance of trees."

The original campaign, featured online, was created in support of the Arbor Day Foundation's conservation efforts and as part of Dixon's environmentally conscious practices. The yearlong campaign ensures that one tree will be planted for each item purchased that features the Trees Beyond the Green icon on dixongolf.com

"With the support of Dixon Golf, Arbor Day Foundation is restoring critical ecosystems people and wildlife depend on to survive," said Dan Lambe, president of the Arbor Day Foundation.

Customers can help to plant trees through Trees Beyond the Green by purchasing Dixon products April 24-26, or by independently donating to the Arbor Day Foundation at <http://www.dixongolf.com/arborday.php>

About the Arbor Day Foundation: The Arbor Day Foundation is a nonprofit conservation and education organization of more than 1 million members, with the mission to inspire people to plant, nurture and celebrate trees. More information on the Foundation and its programs can be found at arborday.org.

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/dixongolf and follow @Dixon_Golf on Twitter

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