

TIME FORE A CHANGE:

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The American people voted by a majority back in November they wanted a change in Washington. While its still more than two weeks from when president-elect Obama is sworn in the platform he was successful in his campaign was centered on the idea of change. A couple of big names in golf are following through on this concept as well.

Cleveland Golf/Srixon announced that Vijay Singh has signed multi-year contracts with both brands. Singh, the winner of 57 tournaments worldwide, including 3 majors, and over \$60 million on the PGA Tour alone is changing to play Srixon golf balls. The reigning FedExCup champion also extended his equipment contract with Cleveland Golf, although the Cleveland Golf logo that donned the front of his visor has been moved to the side making room for a new corporate sponsor.

"I've thoroughly tested Srixon balls and I'm convinced that they're better than what I've been playing. This also virtually assures that I will be playing Cleveland Golf clubs, a Never Compromise putter and Srixon golf balls for the rest of my PGA Tour career, and I am very happy about that," said Singh, who has endorsed Cleveland Golf since 2000 and Never Compromise since 2004.

"We are extremely pleased to keep Vijay in the clubs that have brought him such great success over the years," said Greg Hopkins, President/CEO of Cleveland Golf/Srixon. "Vijay is very excited about playing our new Srixon balls, which tells us that 2009 will be another big year for him."

Another guy making a change is Irishman, Padraig Harrington. FootJoy announced it has entered into a multi-year agreement with the reigning Open and PGA Champion. The Irishman will wear FootJoy's new SYN-R-G shoe, which debuts January 1. "FootJoy is a brand that just about every golfer is brought up wearing, and I'm no different," said Harrington. "The belief is, and you've got to have this, that you are playing the very best shoes you can get, and that gives you an edge over the field. The new SYN-R-G shoes from FootJoy are fantastic. They support the foot well throughout the golf swing, which is so important to hitting solid, powerful shots."

Harrington will be featured in new FootJoy television advertisements as well as print and online creative throughout the year. "We are thrilled to welcome Padraig Harrington to Team FJ," said Rob Kelley, Director of Brand Marketing for FootJoy. "Padraig not only brings an unparalleled record of worldwide success but also an intimate knowledge of the research and technology behind footwear development."