

## 2010 still paying dividends for McDowell

Written by TMAC GOLF

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Graeme McDowell, the 2010 U.S. Open champion, has made a change in 2011. The Irishman who enjoyed a career year has joined Srixon as a member of its PGA Tour staff. McDowell will play Srixon irons, Cleveland wedges and Srixon balls, according to the company. He will also wear a Srixon hat and glove and carry a Srixon bag.

"We are extremely pleased to have Graeme as a member of our PGA Tour staff," said Greg Hopkins, CEO of Cleveland Golf/Srixon. "Having a world class player such as G-Mac choose to make the switch to Srixon, especially following such a successful 2010 season, not only says a lot about the faith he has in our products but also reflects as to the type of competitor and representative he'll be for our brands."

G-Mac, as he is affectionately referred to was voted 2010 Player of the Year by the Golf Writers Association of America and joint 2010 Player of the Year on the European Tour. "I am really excited about my decision to sign with Srixon," said McDowell. "There is a great energy amongst the team at Srixon regarding my signing with them and I am looking forward to feeding off this energy going into 2011."

According to [one media report in McDowell's homeland](#) , its pegging the "multi-year" deal worth a reputed \$3 million per annum. "I believe in Srixon, a company I've had a relationship with for many years. I played Cleveland stuff in college," said McDowell. "I've had a great few years with Callaway. I've had a great relationship with them and I've maintained a great relationship with them going forward. But sometimes things come to end and I feel really good about the start of a new era with some fresh energy coming at me from some new guys," he continued. "The golf ball is probably one of the things that attracted me most, the Srixon ball is pretty impressive. I was messing around with it at the end of last season and I realized I felt like it was a golf ball I could get to the next level with."

McDowell enters 2011 as the fifth ranked player in the world and by his own account had a special if not magical 2010 season. Getting to the next level after the year he just had might be the equivalent of biting off more than he can chew. "I think it's going to be harder to do what I

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did last year really to, maintain World Rankings and obviously it's a challenge to be one of the best players in the world," he acknowledged. "I know I've got to play well. I realize that my World Ranking right now is very much based on my last seven months' performance. I'm in a period where I want to maintain this World Ranking and prove that I'm a world-class player. It's going to be a pretty tough season to replicate, to win a Major Championship and to hole the winning putt at The Ryder Cup is dream stuff, really. Unlikely that I will display heroics maybe like I did in 2010 but anything sort of within the vicinity of the year like 2010 would do quite nicely."