



# NEWS RELEASE

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## TournEase Partners with the Executive Women's Golf Association

### On-Line Tournament Service Helps EWGA Members Manage Golf Events

**PALM BEACH GARDENS, FL**, May 23, 2007 –TournEase, the first complete on-line application to manage charity and corporate golf events, has teamed with the Executive Women's Golf Association (EWGA) to provide its members with easy-to-use tools to manage the hundreds of tournaments and golf events annually held by EWGA chapters throughout the country.

Launched in April, the TournEase website offers golf event organizers a comprehensive solution for planning and executing golf tournaments. Helpful, no charge services include player and sponsorship management, financial tracking, tournament web sites with on-line player registration and access to a team of tournament planning coaches. While the planning services are offered free to everyone during its first year, as a licensed vendor of the EWGA, TournEase is giving association members lifetime access at no charge.

"Our mission is to make golf tournament planning easier," says Greg Madden, TournEase, Inc. president and the creator of the online application. "Partnering with organizations like the EWGA that run hundreds of tournaments and charity events, allows us to quickly help more people save time and plan unforgettable events that impress players and sponsors and raise more money for charity."

In addition to its complimentary services, TournEase is a one-stop resource for all of the golf related products that event planners need – top quality merchandise, banners, signage, awards, apparel and more. TournEase works with top vendors such as Titleist, Ashworth, TaylorMade, Nike and Adidas and offers a specialized assortment of 350 tournament products.

"All EWGA chapter events are run by volunteers, usually very busy women with full-time jobs and many other responsibilities. TournEase takes the mystery out of golf event planning and makes the project easier and less time consuming. Those are valuable benefits for anyone organizing a golf tournament, and especially for our members," says Pam Swensen, CEO of the EWGA.

Based in Lakeland, Florida, TournEase, Inc. has developed a patent pending on-line application to plan and execute every detail of golf tournaments and corporate golf events. The TournEase product was designed by golf professionals, corporate planners and non-profit executives with extensive experience and knowledge of what is needed to plan successful golf events. The result is a comprehensive solution to make golf tournament and event planning easier. For more information see [www.tournease.com](http://www.tournease.com).

Founded in 1991, the EWGA provides opportunities for women to learn, play, and enjoy the game of golf for business and for life. There are currently 120 chapters throughout the United States and Canada. EWGA chapters offer a wide range of golf, social and networking activities for both new and experienced golfers. The EWGA is headquartered in Palm Beach Gardens, Florida. For more information about the association and membership, visit [www.ewga.com](http://www.ewga.com). ###

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