

PRESS RELEASE
POH KONG Ladies Golf Series 2023
27 September 2023

GOLDEN OPPORTUNITY FOR LADIES GOLF

Lady golfers in Malaysia can look forward to an exclusive golf tournament series scheduled to take place between October and December this year.

The POH KONG Ladies Golf Series has just been announced at a Press Conference held at Le Méridien Hotel and it will be open to all amateur lady golfers, with a special family event on the cards to make it all-inclusive.

The title sponsor, POH KONG, will work together with the MGA Vice President, Dato' Merina Gan, to further the aims of the Women In Golf Charter that undertakes to support measures to increase the number of women, girls and families playing golf. It calls for positive action to encourage women to pursue careers in all areas of the sport and recognises the need for change that creates an inclusive environment within golf.

POH KONG's business has been all about beautifying and bringing joy to ladies since its establishment in 1976, so the invitation to further enrich ladies in every facet of their lives is something they feel is worthy of their support. Elizabeth Choon, Senior Marketing Manager, POH KONG, shared, "This golf series will hopefully not only raise awareness, but also the much needed funds that can be re-invested into programmes and activities to further the aims of the Charter and show Malaysia as a shining example of what can be achieved by working together towards a good cause."

Dato' Merina Gan shared, "In my capacity as Vice President of the Malaysian Golf Association and the Chairman of the Women In Golf Charter, along with my dedicated committee members and the MGA, this will mark the first such event on what will be a busy schedule in the coming months and years to finance the activities to further the Charter's mission.

"Undertaking the responsibility to create activities that will ultimately push forward the agenda of the Women In Golf Charter is no easy task.

"While the principal behind the Women In Golf Charter is simple enough, valuing women's involvement in every aspect of golf, achieving it faces many obstacles. Funds need to be generated, sponsors found, and then there is the huge technical organisation needed to deliver a worthy event that stands up to scrutiny by the ladies who sign up to take part, the willing and generous sponsors, to achieve the goals of the Charter and to give back to society by giving some funds to others in need.

"Unlike at the home of golf where the WIGC was mooted and began, where golf clubs have eagerly provided support, we here in Malaysia are still trying to get off the ground and we hope the spotlight on today's launch will go a long way towards generating more support allowing for more women-focused events to be held."

The 2023 event schedule involves a ladies only event on Tuesday October 17th at Glenmarie Golf & Country Club, followed by a Partnership Event on Friday November 23rd at The Mines Resort & Golf Club and finally, a ladies only event on Friday December 15th at Kota Permai Golf & Country Club.

The Partnership Event will be open to pairs or teams of two comprising Female/Male or all Female teams, where Mothers, daughters, sons, or husbands can team up and play together using their combined handicap.

There will be a unique addition to the Goodie Bag every participant who registers will receive as, apart from golf items, it will include a Gold POH KONG Ingot . Something everyone can appreciate that will continue to appreciate!

Another bonus for participants will be the Hole-In-One Cash Prizes, RM18,888.00 on all the par-3 holes, along with watches by TITONI. Novelties will include both a Longest Drive and Nearest-To-Pin contest and a Bull's Eye contest, with all funds from this going to nominated charity organisations

The Top-7 Winners in the A, B & C categories in the Ladies only events and Top-10 pairs in the Partnership event in this Stableford format series will receive lucrative prizes and trophies, and a unique Lucky Draw session will comprise a game of BINGO to decide the winners.

Entry fee to each venue will be set at RM380 for members of golf clubs affiliated with the Women In Golf Charter or a POH KONG members. Otherwise the entry fee will be set at RM480 per venue.

Entry will be on a first-come-first-served basis and participants can enter as many venues as they wish via the official Google Form link.

The organiser behind the tournament series is *Golf Malaysia*. A home-grown golf magazine with a 42 year history who have established both an international and local reputation for it's golf event management, as well as development of junior golf talent in Malaysia.

An absolutely fun day out is guaranteed, where participants can win some prizes and go home with some gold.

Scan this code for Google Form link :



**For more information or clarification, please contact The Tournament Secretariat
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