



FOR IMMEDIATE RELEASE

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Gogie Girl announces exclusive partnership with G&G Golf in Canada

CHATSWORTH, Calif. – Gogie Girl, golf headwear designed specifically for women by women, has gone international as they announced the company has entered into a distribution partnership with G&G Golf, a leading distributor covering all of Canada.

“We are thrilled to partner with G&G,” said Gogie Girl CEO John Gilmore. “We believe their experience in the golf and outdoors market is a perfect fit for Gogie Girl as we continue to build our brand worldwide.”

Gogie Girl was founded by Cindy Gilmore and Vicky Waldorf (wife of PGA Tour star Duffy Waldorf) with the intention of designing a fashionable and comfortable headwear line for women.

“We wanted women golfers to have an opportunity to wear headwear that is totally designed to fit them,” said Waldorf. “In most cases, women have been left to wear hats designed for men, perhaps sometimes with a few pastel colors thrown on them. Cindy and I spent a lot of time creating the Gogie Girl line of headwear that fills all the needs that in our opinion weren’t being met in the market.”



G&G believes the Gogie Girl line will be a perfect fit for the Canadian market.

“G&G Golf is very excited about this new partnership as it brings a fashion-forward ladies hat to the headwear market in Canada,” said Cori German, vice president of G&G Golf. “The Gogie Girl line fills a gap in this category that has existed for a very long time.”

Gilmore sees the partnership with G&G as just the start of the international branding of Gogie Girl and states, “We’ve found immediate acceptance of the Gogie Girl line and we are rapidly expanding in to the international market.”

While acceptance and expansion have come quickly for Gogie Girl, they have not lost sight of their motivation.

“Through our charitable contributions, we will donate 10 percent of our profits to causes that benefit women and children and this is a tremendous motivator for us,” said Vicky Waldorf.

For more information on Gogie Girl products in the United States, call 1-888-464-4346 or visit www.gogiegirl.com. For information in Canada, call 1-800-661-0045 or visit www.gandg.ca.



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ABOUT GOGIE GIRL

Gogie Girl is located in Chatsworth, Calif. Founded by Cindy Gilmore and Vicky Waldorf (wife of PGA Tour Professional Duffy Waldorf), the two have created a stylish and sporty headwear line designed exclusively for women. The “Gogie Difference” begins with a hat that comes in two sizes, standard and petite, for that perfect fit. Additional details and features include: soft silk-like linings, fashion-forward colors, a feminine brim, space for a pony-tail and bling! We customize with Swarovski crystals for that special Gogie Girl touch.

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