

U.S. Kids Golf, American Junior Golf Association establish new relationship

U.S. Kids players with top-tier Priority Status to receive AJGA PBE Stars

Peachtree Corners, GA – U.S. Kids Golf and the American Junior Golf Association are teaming up to serve the best young golfers worldwide. The two junior golf organizations are creating an additional pathway for elite U.S. Kids Golf tournament players to compete in AJGA events.

Beginning in 2021, U.S. Kids Golf tournament players, ages 12 to 18, who attain at least one of the top three Priority Status levels (Levels 11, 12, or Lifetime), will receive AJGA Performance Based Entry (PBE) Stars for the following AJGA season. These Stars will be awarded at the beginning of each year and are valid for that calendar year only. Players who earned qualified U.S. Kids Priority Status Status in 2020 will receive four PBE Stars to use in 2021. Priority Status-based PBE Stars are in addition to the PBE players currently earn for top finishes in U.S. Kids Golf Championship events.

“Our first and foremost goal is to serve our players, and that includes finding the best opportunities to showcase their talents and advance their competitive careers in the long-term,” said Dan Van Horn, president of U.S. Kids Golf. “Finding new ways to work with our friends at the AJGA to advance our players’ goals in golf is particularly exciting.”

This agreement with the AJGA will allow more than 300 U.S. Kids Golf Tournament players additional opportunities to showcase their skills for college golf coaches each year through AJGA championships.

“We recognize the talent coming out of U.S. Kids Golf and know these junior golfers are more prepared for national competition,” said AJGA Executive Director Stephen Hamblin. “We feel this relationship and PBE opportunity will further develop those who aspire to earn college golf scholarships on the national junior golf level.”

Additionally, as a part of this relationship, the AJGA will host a 2021 tournament at Longleaf Golf & Family Club, owned and operated by the U.S. Kids Golf Foundation, from April 1-4. The TaylorMade TP5 Junior All-Star will bring 78 of the top 12- to 15-year-old golfers to Southern Pines, North Carolina, to compete at the home of the world-renowned ‘Longleaf Tee System.’ More information regarding the TaylorMade TP5 Junior All-Star can be found on ajga.org.

About the AJGA

The American Junior Golf Association is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf. The AJGA provides valuable exposure for college golf scholarships and has an annual junior membership (boys and girls, ages 12-19) of more than 7,000 members from 50 states and 60 foreign countries. Through initiatives like the Achieving Competitive Excellence (ACE) Grant, a financial assistance program, and Leadership Links, a service-oriented platform that teaches juniors charitable-giving skills, the AJGA fosters the growth of golf’s next generation.

TaylorMade and adidas are the AJGA's National Sponsors, supporting the AJGA for more than 25 years. TaylorMade has served as the Official Ball of the AJGA since 2016. adidas has been the Official Apparel and Footwear of the AJGA since 2017. Rolex, in its fourth decade of AJGA sponsorship, became the inaugural AJGA Premier Partner in 2004.

AJGA alumni have risen to the top of amateur, collegiate, and professional golf. Former AJGA juniors have compiled more than 900 victories on the PGA and LPGA Tours. AJGA alumni include Rickie Fowler, Sergio Garcia, Dustin Johnson, Phil Mickelson, Patrick Reed, Jordan Spieth, Justin Thomas, Tiger Woods, Paula Creamer, Ariya Jutanugarn, Cristie Kerr, Stacy Lewis, Brittany Lincicome, Anna Nordqvist, Inbee Park, and Lexi Thompson.

About U.S. Kids Golf

U.S. Kids Golf is the world's leader in helping grow golf among youth and families. Founded in 1996, U.S. Kids Golf offers three distinct lines of equipment in up to 10 sizes. The U.S. Kids Foundation hosts more than 1600 tournaments globally – including the U.S. Kids Golf World Championship held annually in Pinehurst, N.C.; and its Coaches Institute includes over 1800 members around the world. The Foundation also owns and operates Longleaf Golf & Family Club in Southern Pines, N.C., a “Living Laboratory” of golf's best practices and newest ideas to make golf a better game for everyone. In both 2018 and 2020, U.S. Kids Golf was honored by the National Golf Foundation as one of the “Top 100 Businesses in Golf” based on influence, innovation, and social good, among other criteria.