

## World Long Drive to Crown Three World Champions in Atlanta in October at WLD Championship presented by Club Champion

*The Open, Women's, and Senior Divisions will compete at the WLD Championship presented by Club Champion from October 18-22 at Bobby Jones Golf Course*



L to R: Zane Smith (GF Sports), Justine Pletnick (GF Sports),  
Kyle Berkshire (World No. 1 Long Driver), Joshua Deal (Bobby Jones Golf Course)

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**ATLANTA (Sept. 21, 2023)** – World Long Drive (WLD) executives and partners joined together with local officials today to preview the sport's upcoming World Championship to be held at Bobby Jones Golf Course from October 18-22, 2023.

GF Sports & Entertainment Vice President of Marketing and Revenue Strategy Justine Pletnick, World No. 1 long driver and two-time world champion Kyle Berkshire, and Bobby Jones Golf Course General Manager Joshua Deal shared their thoughts on the sport's first competition in Atlanta and previewed what fans can expect at the highly anticipated championship event.

"It was an easy choice to pick Atlanta and Bobby Jones Golf Course as the host for the 2023 WLD Championship," said Pletnick. "We expect incredible fan support and cannot wait to bring the best players in the world to compete in Atlanta for our sport's top prize."

Club Champion Director of Marketing Cassandra Bausch added, "We are thrilled to

present the World Long Drive Championship. These talented athletes bring a high level of precision to their craft that includes specific, personalized equipment. We understand and appreciate that, and want to bring similar personalization and excitement to every golfer.”

Berkshire, the runner-up in the first major of the year (WLD Kingsport), addressed the crowd and explained why he is preparing for both the toughest and loudest World Championship of his career.

“New fans continue to gravitate to our sport to witness the incredible skills all of our competitors have,” said Berkshire. “The field gets deeper and tougher every event, and one of the biggest contributors to success in this sport is fan energy and support. We couldn’t be happier to be in Atlanta for the biggest event of the year.”

The culmination of the 2023 World Long Drive season, the WLD Championship presented by Club Champion is a four-day competition that will crown the world champions - Open Division, Women’s Division, and Senior Division. It will be broadcast nationally on GOLF Channel on October 22 at 8:30pm ET.

Tickets to the world championship event are now on sale starting at \$10. Children ages 12-and-younger get in free.

Tickets can be purchased at [worldlongdrive.com](https://worldlongdrive.com).

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For more information, visit World Long Drive's [Website](#), [Twitter](#), and [Instagram](#).

#### **About World Long Drive:**

The World Long Drive Championship is the largest annual domestic professional golf event not associated with the PGA of America, the PGA Tour, or the LPGA. It was first held in 1974, and since 2000 consisted of Open, Women’s, Seniors (over-45s), and Amateur events. The World Long Drive tour is comprised of over 12 events domestically and over 30 events internationally all culminating for the season finale World Long Drive Championship. World Long Drive tour and championship is owned and operated by GF Sports and Entertainment based out of New York, NY.

World Long Drive has partnered with PIVOT Agency out of the San Francisco Bay area to reintroduce the brand and sport into the corporate market leveraging partner relationships.

PIVOT Agency is a full-service sports marketing agency, built at the nexus of brands and culture, and forming alliances between consumer brands, athletes, sports, the arts, causes, business and media. Today it has grown into four (4) unique and successful divisions, encompassing Property Representation, Brand Consulting, Travel and Hospitality. PIVOT's property division consults with top organizations in the sports and entertainment world including GF Sports & Entertainment, Pro Pickleball Association, Athletes Unlimited, Cedar Fair, OpTic Gaming, NRG, Spacestation Gaming, Illinois State University and a growing portfolio of professional and collegiate properties.

#### **About Club Champion**

Club Champion is the globe’s most prominent name in custom club fitting and building services. Established in 2010, there are now more than 120 Club Champion locations internationally. Each studio offers golfers access to over 65 brands and more than 65,000 hittable head and shaft combinations. Club Champion has solidified their position at the top of the industry through comprehensive Tour-level fittings, unrivaled club building, and the use of top-tier technology. The company is headquartered in Willowbrook, IL and is home to more than 400 employees, including hundreds of the most highly trained Master Fitters in the world. For more information about Club Champion, visit [www.clubchampion.com](https://www.clubchampion.com).

#### **About GF Sports and Entertainment:**

GF Sports & Entertainment is a global events and operations company that elevates the experience of live sports, entertainment and interactive events. The company owns two of the ATP Tour’s longest running American tennis tournaments, the Dallas Open and the Atlanta Open, as well as the National Lacrosse League New York Riptide. GF Sports &

Entertainment also incubates new and emerging sport concepts, this includes Wolf Pack Ninjas, which operates ninja-focused events globally and just completed the purchase of World Long Drive an international long drive tour.

GF Sports & Entertainment was founded in July 2015 by New York-based private equity firm GF Capital. For additional information, please visit [www.gfsportsandentertainment.com](http://www.gfsportsandentertainment.com).

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