



NEWS

Media Contact

Diane McCue, Savvy Girl Golf

PO Box 1012, Pittsford, NY 14534

855-728-8945 (W); 585-315-1975 (C); dfmccue@savvygirlgolf.com

Savvy Girl Golf Company Tees Up New Line of Women's Golf Accessory Bags

Company Launches Unique New Products for Women Golfers; Unmet Need Drives Development of Fashionable, Organized Golf Purses for Women

FAIRPORT, N.Y., Aug. 6 — The discovery that most women seem to have a love/hate relationship with their golf purse led two entrepreneurial sisters to launch a line of fashionable and organized golf accessory bags for women that may change that perception.

Doing business as Savvy Girl Golf, siblings Diane McCue (a former corporate officer at Kodak) and Deb Story (a finance and accounting professional) conducted market research that revealed women golfers want a special bag for golf accessories that was good looking, functional and well organized.

With an idea born from conducting competitive assessments at the PGA Golf show in Orlando along with visits to golf pro shops and retail outlets, Ms. McCue and Ms. Story saw an opportunity to produce a unique golf accessory bag for women and make it available via the internet.

Much of the brainstorming and design work happened at McCue's dining room table, with guidance from Jill Wight, CEO and Founder of Jillebeans, LLC, who helped navigate the processes for product design and manufacturing. Various prototypes were developed until just the right combination of organization on the inside and fashionable look on the outside was identified, a journey that required great attention to detail while changing hardware, zippers, pocket sizes, trim and colors numerous times.

The two purses in the Savvy Girl Golf line are the Signature bag and the Birdie bag. The Signature bag is approximately 14" x11" x 5" and has three pockets on the outside and 26 pockets, clips and compartments on the inside. Compartments were designed to fit golf accessories (golf balls, gloves, socks, tees, money, sharpies, scorecard, ball marks) and other accessories that women carry (lip stick, phones, make up, keys) along with an insulated beverage compartment, and a full length compartment for a tablet computer or documents.

The Birdie bag is a more compact design (9"x 5 ½' x 2") with two interchangeable straps and five compartments. It is designed especially for walking golfers and for use as an appealing "after golf" purse. Each bag is fashionable enough for travel or leisure and the Signature Bag can serve as a fashionable briefcase. Both golf purses have a hidden magnet for a ball mark that attaches to the exterior of the bag. A patent application has been submitted for the Signature bag and both golf purses are being manufactured in China.

"Giving back to the community is also an important part of our business objectives and we chose The Association for the Blind and Visually Impaired (ABVI) as our partner for providing warehousing, pick, pack and ship operations," said McCue. "As the business grows, we are optimistic it will provide more opportunities for employment at ABVI. "

ABVI is an ISO:9001 registered company that lives the values of quality, customer satisfaction and service excellence. "We are very excited about our new partnership with Savvy Girl Golf, as this work fits into our larger strategy of expanding our commercial fulfillment business," said Joyel Bennett, Director of Manufacturing. "Our employees will be inspecting the purses and fulfilling customer orders for Savvy Girl Golf, which is in line with ABVI's mission to prepare and empower people with vision loss to be self-sufficient."

The new Savvy Girl golf purses are available at www.savvygirlgolf.com and will be marketed via social media platforms in the near future.

###