

Nevada Bob's Golf, by Jeffrey Reed Special to Toronto Golf & Travel Show

With Nevada Bob's Golf and Sport Chek now offering Canadians a dynamic duo in golf gear, it's only fitting that the two are the official retail sponsors of the 2010 Toronto Golf & Travel Show. In fact, this year's show boasts an expanded area including Fitness Source plus ongoing fitness demonstrations.

Nevada Bob's Golf has long been the ultimate destination for golf nuts looking to stock up on clubs, bags, shoes, gloves, golf apparel and accessories. Sport Chek has made that top-brand golf selection even more accessible by introducing Nevada Bob's Golf and Golf Experts shops inside Sport Chek. They've shrunk Canada's favourite big-box golf stores and planted them inside more than 30 Sport Chek locations – and counting – with plans to expand the shops to even more stores in even more cities.

The goal is to reach out to Canadian golfers of all levels by offering top golf brands you've come to know from Nevada Bob's Golf, with the expert service for which Sport Chek is recognized.

“The obvious advantage to having the Nevada Bob's Golf Shops inside Sport Chek locations is that it allows us to be a one-stop shopping experience and really embrace the culture around sports,” says Mark Hindman, Vice President of Marketing for The Forzani Group Ltd.

“Nevada Bob's Golf is a name Canadians have trusted for years as their ultimate golf shopping destination, and we're excited to be able to bring it to more markets across Canada, packaged up inside Sport Chek stores for the utmost in accessibility and convenience,” Hindman says.

From balls, clubs, gloves and shoes to golf bags, umbrellas and carts, Nevada Bob's Golf and Sport Chek have all the gear you'll need, including top golf brands like TaylorMade, Callaway, Titleist, FootJoy, Nike and Adams.

Golf apparel has evolved to be more technical and comfortable. Natural fabrics like cotton come together with technical fibres to optimize moisture management, while being lightweight, breathable and well-tailored to look good on the course. Brands like Nike, adidas, Under Armour, Puma and more have stepped up to the tee with slick golf apparel lines. Greg Norman and Jack Nicklaus clothing lines are also featured, as well as the Mike Weir Collection, inspired by Canada's top golfer, and carried exclusively at Nevada Bob's.

Nevada Bob's Golf has CPGA professionals on staff to help you choose your equipment, apparel and accessories, offer golf tips, make course recommendations and suggest equipment changes or adjustments that can help take strokes off your game while protecting your golf investment. New technology, too, is part of the Nevada Bob's promise.

“We've brought important tools of the trade to our stores,” says Dax Brewster, Manager of Specialty Business for the Forzani Group Ltd. Brewster says. “The FlightScope indoor Doppler radar tracking device, for example, is an incredibly valuable fitting tool that provides customers with instant feedback as to how a golf club is working for them in-store, prior to purchasing.”

Handheld GPS devices continue to change the way golf is played by providing immediate visual information to the golfer to enable more accurate decisions on yardage, club selection, and what trouble to avoid on the fairway.

When it comes to golf gear, regardless of your skill level, Nevada Bob's has the expertise and in-store custom fit technology to ensure that you have exactly the right clubs to improve your game. And when it comes to junior golfers, Nevada Bob's will grow as your kids grow. It's committed to getting more junior players involved in the sport of golf. Purchase a set of junior clubs this year, and receive half of the original price back towards the purchase of a new set next year.

At the Toronto Golf & Travel Show, Nevada Bob's is launching the latest driver from Callaway Golf. Expert sales, re-gripping, customizing your lie angle, trade-ins – and more: Nevada Bob's Golf is ready to help you gear up for the 2010 golf season.

Visit www.sportchek.ca and www.nevadabobsgolf.ca to find out more about its top brands and expert service, and to locate a Nevada Bob's Golf or Golf Experts shop inside a Sport Chek store near you.