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Press Release

ParKit Golf Announces New ParZone Targets

New space-age aiming targets get your ball into the “par zone”

Boca Raton, FL, January 27, 2011: Since winning the 2010 “Best New Product” designation for its innovative “Camp in a Bag”, ParKit Golf’s founders devoted countless hours of research and development to improve its aiming targets. After experimenting with dozens of combinations, the result can be seen in ParKit’s new ParZone Target circles. Made of space-age material, the targets are virtually indestructible, highly visible, and fold down to a size small enough to fit in any golf bag pocket.

The ParZone Targets form a circle around the hole, providing a strong visual reference point for putting, chipping and all approach shots. “We love the target circles and how they help students focus on the target around the hole, but the old plastic rings simply didn’t meet our quality standards,” said PGA professional and ParKit president Don Law. Prone to breaking and cracking, the old rings proved to be dangerous and costly to replace again and again. “We wanted a product that would last, be colorful and highly visible, and that would be easier to carry,” said Law. The new ParZone Targets pay for themselves in longevity, and are much easier to see. Also, the new ParZone Pinpoint™ target circle is much thinner and doesn’t affect the roll of the ball around the hole.

Available in multiple colors and sizes, ParZone Targets are the perfect complement to ParKit Golf’s professional training kit. The kit gives teaching pros the tools needed to implement 25 great games covering putting, chipping, pitching, bunkers, and full swing. The games also teach many intangibles, including etiquette, respect, focus, sportsmanship, and listening skills.

Founded in 2009 by Law, Diana Law, and PGA pros Rick Heard, Bill Scott, and Chad Kurlmel of the Don Law Golf Academy, ParKit’s goal is to help pros grow their own junior teaching programs, thereby growing the game of golf. In addition to the professional junior training kit, ParKit Golf also sells a short game training kit and individual practice games.

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If you’d like more information about this topic, or to schedule an interview with ParKit Golf’s founders, please call Rick Heard at 561-251-3460 or email Rick at rick@parkitgolf.com.

For Immediate Release