

Media Center for Titleist Australia & New Zealand Officially Launched

Titleist's history dates back to 1930, after skilled golfer Phil Young lost a match. Convinced that his missed putt had to do with a flawed golf ball, he and his golfing partner x-rayed the ball - confirming his theory that the ball's core was off-centre.

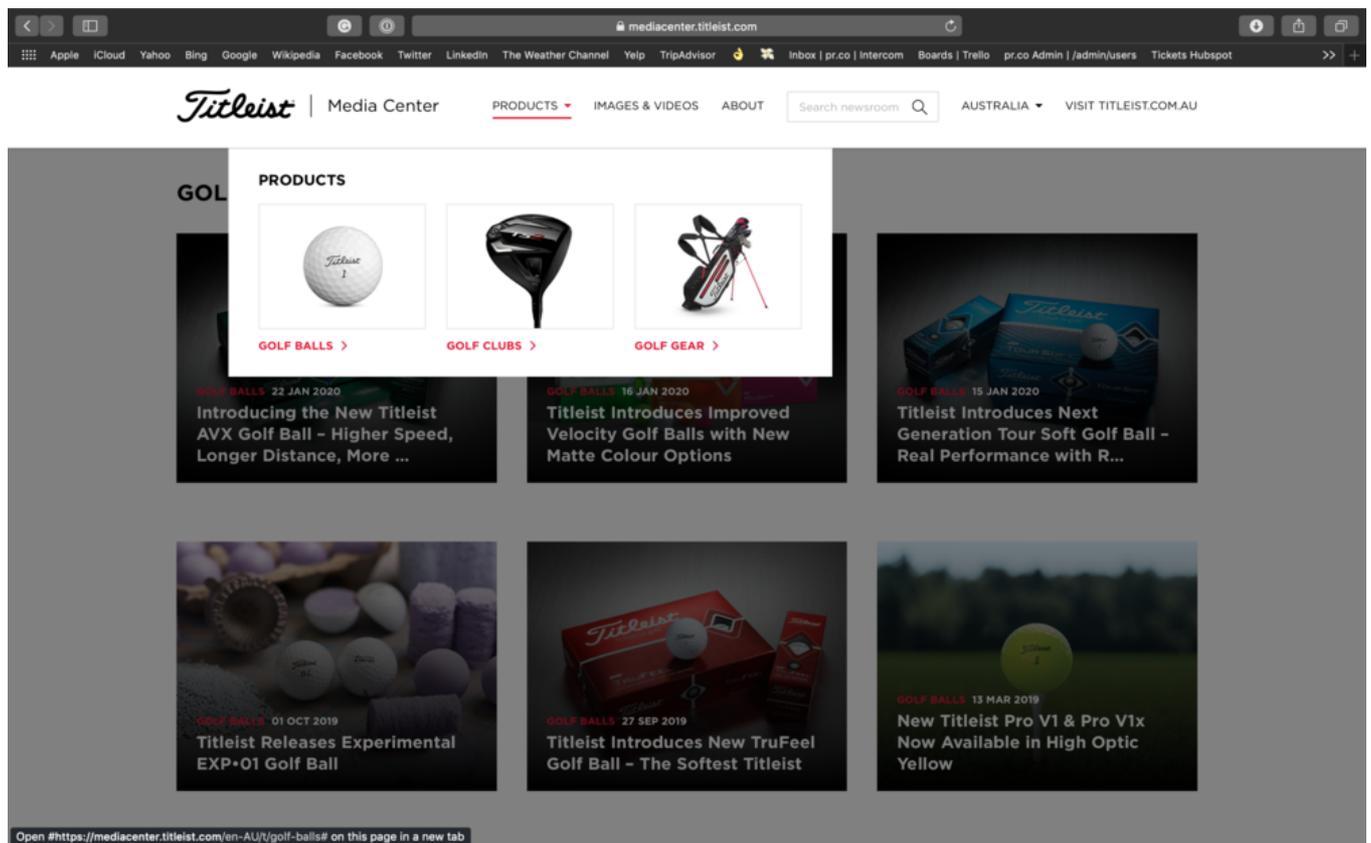
From that day onwards, Phil Young's purpose became to manufacture the highest quality golf balls in the market. Teaming up with rubber expert and golf enthusiast Fred Bommer, they went on to found Titleist, a brand deeply committed to honoring golf's traditions, while also bringing the latest technology to the sport through its revolutionary products.

The screenshot shows the Titleist Media Center website interface. At the top, there is a navigation bar with the Titleist logo, 'Media Center', and links for 'PRODUCTS', 'IMAGES & VIDEOS', and 'ABOUT'. A search bar is also present. Below the navigation bar, the main content area is titled 'GOLF BALLS NEWS' and features a grid of six news articles, each with a thumbnail image and a headline. The articles are:

- Introducing the New Titleist AVX Golf Ball - Higher Speed, Longer Distance, More ...** (22 JAN 2020)
- Titleist Introduces Improved Velocity Golf Balls with New Matte Colour Options** (16 JAN 2020)
- Titleist Introduces Next Generation Tour Soft Golf Ball - Real Performance with R...** (15 JAN 2020)
- Titleist Releases Experimental EXP•01 Golf Ball** (01 OCT 2019)
- Titleist Introduces New TruFeel Golf Ball - The Softest Titleist** (27 SEP 2019)
- New Titleist Pro V1 & Pro V1x Now Available in High Optic Yellow** (13 MAR 2019)

In order to tell Titleist's story and showcase their cutting-edge product releases, we at pr.co developed a custom layout for the brand. In November 2018, we got the first Titleist Media Center live and handed over to their US-based Communications team.

2020 brought another milestone to our collaboration with Titleist: a Media Center specially created for Australia and New Zealand, allowing the content to be tailored to better serve the region's market and press. With press releases categorized into Golf Balls, Golf Clubs, and Golf Gear sections, the Titleist Media Center is an user-friendly, one-stop-shop for golf enthusiasts and journalists who wish to keep up with the brand's latest products.



Meanwhile, the Photos & Videos section ensures to provide beautiful product shots and illustrations to compliment the releases, giving the public a 360 overview of Titleist's most recent contributions to the golfing world.

We're happy to announce that the Titleist Australia & New Zealand Media Center has been officially launched! You can check the newsroom out via the link below:



Titleist Media Center

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