



GOLFING GIRLS THAT WANT TO HAVE FUN!



L-R: Ralph Lauren's Sadie Mantovani and Jill de Villiers from JDV Sport



Learning the basics; Suzanne Hurley showed great potential

Drink champagne, kick off your high heels, throw down your designer handbag and then learn to play golf. That was the agenda of the third YourGolfTravel 'Girls that Golf' event held last month at London's Urban Golf Kensington.

This event was established by Jill de Villiers, a 7 handicap golfer and businesswoman who has worked in the golf industry for over a decade. Jill is keen to share her love of the game by introducing it to like-minded young women in a stress-free environment.

The majority of the 30-strong group were beginners and up until now had only played

crazy golf, so instructor Nick Lloyd had his work cut out in the teaching bay over a 2-hour period, especially with the champagne taking effect! Nick covered the basics of the golf swing and then one by one each lady had the opportunity to try and hit the ball into the net. So have these women got the golf bug and what is their perception of the game?

Suzanne Hurley, a 28-year-old corporate and sponsorship executive at Royal Windsor would definitely like to learn to play properly if she had the time.

"At secondary school, there was always a stigma attached to golf as it was deemed as an older sport, but that's not

the case any more and from a social point of view there are huge benefits, especially if your partner plays."

Nadia Koch, a Coach and Trainer said: "As a semi-professional bridge player I am used to the stereotypical perceptions people often hold about that game. The same stereotyping often applies to golf, and I must admit shamefaced that I fell victim to this and expected to see a certain type of woman at the event. It was therefore a pleasure to meet a great mix of younger businesswomen and to see them learning a new skill and enjoying themselves."

For some ladies like Ayesha

Patel, a money market executive at Royal Bank of Canada, she might take more convincing as like Suzanne, time is an issue, and the fact that a round of golf is not always played under beautiful sunny skies!

If the golf proved too stressful, mini makeovers were on offer from Yves Saint Laurent, and along with partners Ralph Lauren, who dressed the talented host, and *Women & Golf*, each lady left with a luxurious goodie bag.

This event proved to be an ideal introduction to the game, targeting women in their 20s and 30s - the type of new blood that the game so desperately needs.