

Give The Gift Of Stylish Play And Performance

(NAPSA)—Finding gifts for the golfer who has everything need not be a holiday ordeal—if you swing into a creative mode. When it's a golf-themed gift you want to give, don't give up, get a grip.

The largest manufacturer of golf grips worldwide has looked to the do-it-yourself craze to tee up the opportunity for golfers and those who indulge them around the holidays to adorn their clubs with new, customized golf grips. They'll not only turn heads on the golf course and at the clubhouse, but may even improve their game.

“Our new Personalized Grip Kit allows people to have their grips laser-engraved with their name, nickname or company logo, which not only gives the opportunity for self-expression and a touch of class but allows for easy club identification,” says Jim Ulrich, marketing manager for Golf Pride grips. In addition, he notes, golf professionals know that changing grips at least once a year may improve a golfer's game by three to four strokes. “So,” he adds, “customized golf grips are like two presents in one.”



The kit, which is available only online at golfpride.com, includes 13 personalized Tour Velvet or Tour Wrap grips. Engraving is in gold or white, block or script style lettering, with up to 18 characters including spaces. For those serious DIYers who may want to re-grip their clubs themselves, the kit also comes with two-way tape, solvent, rubber vise clamp and instructional CD-ROM. Otherwise the grips can be installed at your local pro shop.

A customized grip kit can say season's greetings all year long. For more information visit www.golfpride.com.