

# Golf Care Unveil Viral Videos



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November 30, 2012, 2:35 pm -- /EPR NETWORK/ -- With the Ryder Cup just weeks away the UK's largest golf insurer releases 'Gallacher's Golf Gaffs'

The UK's largest specialist golf insurer, Golf Care, has released a series of creative viral videos featuring 3-time Ryder Cup Captain Bernard Gallacher with the aim of providing a light-hearted insight into the world of golf insurance. The first of five videos in the series is titled "Missile Madness" and features two golfers getting struck by a relentless flow of golf balls, whilst Gallacher is interviewed by TV cameras.

The remaining videos in the series will be unveiled over the course of next five weeks, themed to highlight the various upsides of golf insurance and the dangers that exist on-and-off the golf course. Without giving too much away, the other videos are titled 'One-Shot Wonder', 'Golf Bag Baddy', 'Car Park Capers' and 'Talking Balls'. Initially they will be sent to Golf Care's extensive membership database and hosted on the Golf Care homepage, but will later be available to share via Golf Care's YouTube page: <http://www.youtube.com/user/GolfCareUK>.

They have been released on the back of Golf Care's recent announcement that they are on track for a second successive Record Year after witnessing an upward trend in policy sales

throughout the course of 2012, with the month of June setting a new record.

“We’re hoping to demonstrate the lighter-side of golf insurance, without diluting the main message,” noted John Woosey, Managing Director, Golf Care. “Following the TV campaign on Sky Sports this year, Golf Care has a great presence across all the main media platforms. Naturally, that will really help promote the brand, but also the affordability and ease of being appropriately insured.”

Golf Care policies are available in-store at American Golf and Direct Golf UK, as well as online at [www.golfcare.co.uk](http://www.golfcare.co.uk). From just £22.99 all golfers can be instantly covered before their next round of golf, including Personal Liability up to £5,000,000 and Personal Accident up to £50,000. In addition, Golf Care offers equipment cover against theft, loss, or damage on a ‘new for old’ basis up to £5,000, hole-in-one cover for up to £200, as well as coverage for damage to third party property. With 24-hour and worldwide cover options also available, policies can be tailored to an individual golfer’s needs.

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For more information on Golf Care please contact Matthew Brookbanks at Professional Sports Group on 01276 858930 (email: [mattb@profsports.com](mailto:mattb@profsports.com)) or visit [www.golfcare.co.uk](http://www.golfcare.co.uk).

Golf Care: Launched in 2003, Golf Care is the UK’s #1 specialist golf insurance offering a variety of policies to cater for every golfer’s needs. Providing reliable [cover for UK Golfers](#) against theft, loss or damage to equipment with [golf equipment insurance](#), damage to property, personal injury and personal liability, as well as [hole-in-one insurance](#) and the option for Worldwide cover, Golf Care has become the UK’s largest specialist golf insurer.

The JRW Group: Golf Care is part of The JRW Group, which comprises The Golfers Club, the UK’s #1 golf membership scheme; GreenFree, the UK’s largest 2-for-1 green fee voucher

scheme; Rewards4Golf, the UK's largest golf loyalty scheme; The Matchplay Championship, the largest amateur golf tournament in the UK and Ireland; and Insure4Sport, specialist insurance for sports coaches and instructors.

Contact Details: For more information on Golf Care please contact Matthew Brookbanks at Professional Sports Group on 01276 858930 (email: [mattb@profsports.com](mailto:mattb@profsports.com)) or visit [www.golfcare.co.uk](http://www.golfcare.co.uk).

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