

The Golfers Club Broadens Product Range and Experiences Membership Surge



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UK's best value golf insurance meeting the needs of all types of golfer

The Golfers Club, the UK's #1 insurance and benefits provider, is delighted to announce the success of its popular product range following the introduction of its brand-new Bronze Policy earlier this year. The policy has played a significant part in its 20% membership increase in 2011, highlighting its increasing popularity amongst the golfing public. Included in the comprehensive Bronze insurance policy is equipment cover up to £1,000, personal liability up to £5million, personal accident up to £50,000, as well as accidental damage to third party property, hole-in-one coverage and much more. The UK's largest insurance and benefits golf insurance policy, not only provides its members with annual golf insurance but an unrivalled array of added value benefits including free rounds of golf, GreenFree vouchers for half price green fees, free golf equipment, free tuition, and discounts on golf holidays.

"By offering a broader product range, we feel that we're able to offer a policy that will better meet golfers' individual needs, both in terms of budget and coverage. The cost of golf equipment is far too high to risk theft or damage, while the threat of on-course injury is always present," commented Paul Wilson, Director, The Golfers Club. "Our unrivalled added-value insurance provides golfers with great cover and fantastic golf benefits that more than justify the cost. This year's growth demonstrates that golfers really appreciate all that The Golfers Club has to offer."

Underwritten by Lloyds of London, The Golfers Club, which was launched in 1998, partners some of the leading names in golf, and its members reap the added benefits that make it such great value. Five free rounds of golf is just one of the added benefits, giving members the enviable task of choosing which of the 66 championship golf courses throughout the UK they would like to play, courtesy of Marriott, De Vere, Q Hotels, Crown Golf, and Macdonald Resorts.

With five GreenFree 2-for-1 golf vouchers, free golf lessons, free registration to the Strokes Golf Handicap and Game analysis, online video tips from Master PGA Professional Scott Cranfield, and vouchers for Your Golf Travel also included, The Golfers Club has an unmatched array of membership benefits. In addition, The Golfers Club welcome pack includes golf equipment, including a cap and balls, from leading manufacturers.

With a growing number of golfers recognising the importance of golf insurance, many have identified the added value benefits associated with The Golfers Club more appealing than other insurance brands.

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The Golfers Club: The Golfers Club, the UK's best value specialist golf insurance, was launched in 1998. Members receive a comprehensive golf insurance policy, underwritten by Lloyd of London, and a host of added value benefits that separate it from any other golf insurance policy in the UK.

The JRW Group: The Golfers Club is part of The JRW Group, which comprises GreenFree, The UK's largest 2-for-1 green fee voucher scheme; Golf Care, the UK's #1 specialist golf insurer; Rewards4Golf, the UK's largest golf loyalty scheme; Matchplay Championship, the UK's largest amateur golf tournament; and Insure4Sport, specialist insurance for sports coaches and instructors.

For more information on The Golfers Club please contact Gary Davidson at Professional Sports Group on 01276 858930 (email: gary@profsports.com).

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