



WESTERN NEW YORK

New WNYPGA Section Partnership *Ralph Lauren RLX*

EAST AMHERST, NY (April 9, 2024) – The Western New York PGA Section is proud to announce that Ralph Lauren RLX has become a new partner.



Ralph Lauren RLX – When it comes to design, marketing, and distribution of luxury lifestyle products, Ralph Lauren Corporation is a global leader, specifically in the categories of: apparel, footwear and accessories, home, fragrances, and hospitality. Through their timeless style and authenticity, Ralph Lauren inspires the dream of a better life. Their distinctive image has become a reputation across a wide range of products, brands, distribution channels, and international markets.

Ralph Lauren, and its associated brands, have become one of the world’s most recognizable consumer brands. The Ralph Lauren global reach, variety of consumer offerings, and various distribution channels allows them to stand out amongst other luxury and apparel companies. Ralph Lauren influences the way people dress and the way fashion is advertised and celebrated throughout the world. They offer a broad lifestyle product collection with a unified vision due to combining consumer insights with their design, marketing, and imaging skills.

“WNYPGA is excited to welcome yet another new and exciting Section partnership with Ralph Lauren RLX. For our Section to be partnering with a prestigious brand synonymous with the game of golf validates the growth and prestige of our 99 year old PGA Section here in Western New York,” said John Osberg, Director of Development for WNYPGA. “This is another new partnership that’s been formalized in service of both our PGA Professional Members and the WNY golfing community at large!”

About WNYPGA

The mission of the Western New York Section of the Professional Golfers’ Association of America is to establish the Section as a viable, valuable, and visible organization in promoting the growth of golf and the advancement of the golfing profession. The WNY Section shall be the leader in the promotion of golf, a provider of job opportunities for its PGA Members and Associates, a professional force for PGA Members to maintain and upgrade their skill level to allow them to compete in today’s business world, a leader in teaching and tournament operations, and finally, a trainer of future Golf Professionals and other career positions.

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