



WESTERN NEW YORK

FOR IMMEDIATE RELEASE

Liz Sweazy - WNYPGA

Liz Sweazy Joins The Western New York PGA Partnership Family as a Supporting Partner for the 2026 Season

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The Western New York Section, PGA of America (WNYPGA) is proud to announce Liz Sweazy, as a new Supporting Partner for the 2026 season.

The partnership is designed to provide Western New York PGA Professionals with direct access to high performance products and dedicated on site support during events. As part of the partnership, Liz Sweazy and her affiliated brands—including Pukka, Belyn Key, Callaway Apparel, Callaway Footwear, Original Penguin Apparel, Glove It, and Eisinger Smith—will have access as a supporter of the WNY/CNY Turning Stone Travel Pro-Am.

“The WNYPGA Team and I are thrilled to welcome our new partner Liz Sweazy and her affiliated brands to our Section,” said Victoria Schiro, Executive Director at the Western New York PGA. “Her reputation for excellence and her deep knowledge of her brands make her a valuable resource for our members as they look to elevate their retail and performance operations.”

About the Western New York PGA

The Western New York Section, PGA of America is one of 41 Sections, serving over 280 PGA

Members and Associates. The Section is dedicated to advancing the careers of PGA Professionals while promoting the game of golf through tournaments, education and community-focused initiatives.

About Liz Sweazy

Liz Sweazy is a leading multi brand representative with experience in the golf industry. Her highlighted brands include Pukka, a leader in the golf industry known for its premium custom headwear and apparel, offering high-quality, fashion-forward designs and Belyn Key, a premier women-owned apparel brand that bridges the gap between classic aesthetics and modern performance, utilizing luxury fabrics to create sophisticated, timeless designs that transition seamlessly from the golf course to everyday life. She also offers Callaway Apparel, Callaway Footwear, Original Penguin Apparel, Glove It, and Eisinger Smith.

You can view more information about her and her brands on her website:

<https://www.lizsweazygolf.com/>

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