



FOR IMMEDIATE RELEASE

Psych Me Up Consulting - PGA REACH WNY

Psych Me Up Consulting rejoins PGA REACH WNY Partnership Family as a Supporting Partner for the 2026 Season

East Amherst, N.Y.— March 24th, 2026

The Western New York Section, PGA of America is proud to announce that Psych Me Up Consulting rejoins as a Supporting Partner of PGA REACH Western New York, a 501(c)(3) charitable foundation of the Section. Their mission is to empower athletes across the United States by bridging the gap between physical ability and mental strength, guiding them to overcome mental barriers and achieve excellence both on and off the field.

This collaboration aims to provide young athletes across Western New York with the mental tools necessary to navigate the unique psychological challenges of competitive golf. The partnership integrates Psych Me Up's expertise into the WNYPGA Jr Tour experience, providing players and their families with access to strategies for goal setting, refocusing after mistakes, and maintaining composure under pressure. This initiative aligns with the PGA REACH WNY Youth pillar.

"We are thrilled to have Psych Me Up Consulting on board to support our Junior Tour," said Victoria Schiro, Executive Director of the WNYPGA. "In today's competitive landscape, the mental well-being and performance of our athletes are top priorities. Natalie's expertise provides our juniors with a 'mental edge' that will serve them well on the leaderboard and in life."

About PGA REACH WNY

PGA REACH WNY is the 501(c)(3) charitable foundation of the Western New York PGA, with a mission to positively impact lives through the game of golf. The foundation focuses on three core pillars: Youth, Military, and Inclusion, delivering programs such as PGA Jr. League, PGA HOPE (Helping Our Patriots Everywhere) and Drive, Chip & Putt.

About Psych Me Up Consulting

Founded in 2022 by Natalie Gurnett, M.S., Psych Me Up Consulting is a premier mental performance practice dedicated to helping athletes, coaches, and teams reach their full potential. Specializing in sport and performance psychology, the firm provides evidence-based strategies including goal-setting, visualization, and mindfulness to help clients manage performance anxiety, overcome mental blocks, and build resilient mindsets. Based in Rochester, NY, and serving athletes nationwide, Psych Me Up Consulting is committed to harmonizing the power of mind and body to drive peak performance in competitive environments.

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