



## Partnership to Support Women in Disc Golf and Raise Money for Women's Initiatives



**October 1, 2018 -- Milpitas CA.** It's October and Breast Cancer Awareness Month, and to kick things off, ZÜCA and Throw Pink are announcing a partnership for the next year that will provide ZÜCA Cart sponsorship opportunities for Throw Pink events. This partnership with Throw Pink is the first ongoing ZÜCA program in disc golf that specifically supports women.

Through ZÜCA's program, approved Throw Pink events will be able to purchase an Anaconda/Pink ZÜCA cart with a "sponsorship" discount. Events will be able to provide a ZÜCA cart as a tournament prize or add a high-ticket raffle item to their fundraiser. "ZÜCA has supported fundraisers in the past with our non-profit purchasing program, and we are excited about expanding our support to include Throw Pink events," says Jennifer Apy, ZÜCA representative. "ZÜCA has found ways to support women's initiatives for over 10 years, and by partnering with Throw Pink, we'll be able to provide ongoing support for women in disc golf."

Throw Pink encourages women to get more involved in the sport of disc golf. From hosting events that feature first time players, to training women to run their own events, Throw Pink is dedicated to encouraging more women to participate in many facets of the sport, and raise money for women's initiatives as well. "The number of new Throw Pink events in the last year was phenomenal," says Throw Pink founder, Sara Nicholson. "We hope to keep growing, helping more women play and succeed. With this new ZÜCA Throw Pink sponsorship program, we will be able to attract more events and help them in a more significant way."

Following the launch of the ZÜCA disc golf cart in 2015, the cart rapidly became popular with high profile pro players Sarah Hokom and Paige Pierce. Encouraged by their enthusiasm, ZÜCA wanted expand their traditional October Breast Cancer Awareness push to include an initiative specifically for Disc Golf, and worked with Disc Golf Pro Tour to raise over \$4000 for Breast Cancer Research. And in the spring, to further embrace women in the disc golf community, ZÜCA became a gold level sponsor of the bi-annual Women's Global event, providing first place prizes for each of the 22 divisions.

### **About Throw Pink**

Throw Pink is a collection of disc golf events across the country with the purpose of encouraging women and girls to get out and be more physically active. The program was established to make a difference for women's health initiatives, specifically breast cancer. Since its establishment in 2013, we have evolved to running tournaments and disc golf promotions for all aspects of women's health and encouragement through physical activity. There have been 33 Throw Pink events, involving over 1700 participants, raising \$52,000 for women's organizations. For more information or to host a Throw Pink event, visit [www.throwpink.com](http://www.throwpink.com)

### **About ZÜCA**

For over a decade, women have regarded ZÜCA as "The Perfect Travel Bag", offering a healthier way to tote and organize professional gear. In 2009 the Pro Artist was born, providing an organizational solution and a durable roller bag with a built-in seat unmatched by other travel cases on the market. And now, women can also experience a healthier way to haul their gear to enjoy the outdoors and a variety of sports, with the All-Terrain and Disc Golf Carts. Learn more at [www.ZUCA.com](http://www.ZUCA.com).