Beat: Sports

PGA TOUR Superstore Opens First Northeast Location in Paramus, NJ

57,000 square-foot store

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USPA NEWS - PGA TOUR Superstore today announced the grand opening of its first Northeast retail location in Paramus, NJ, will take place on Wednesday, November 21. The 57,000 square-foot store promises to offer the widest selection of golf merchandise and apparel anywhere in the New York metro area.

The Paramus PGA TOUR Superstore, located on Route 17 South and the Garden State Parkway, will provide a unique venue for an estimated 10,000 indoor golf lessons per year. Using state-of-the-art technology in the store's eight swing simulators, golfers can learn about their golf ball flight, swing speed, launch angle and more in a relaxed, climate-controlled environment. Cutting-edge "virtual reality" experiences will provide golfers with the opportunity to play some of the world's best courses without ever leaving Paramus. Additionally, golfers will receive a personalized DVD of each lesson to review at home. The store also boasts a 3,000 square-foot putting green for lessons, practice and product demonstrations.

Other features of the Paramus PGA TOUR Superstore include a year-round indoor practice range accessible through an annual Players Club membership fee; frequent product demonstrations throughout the year by manufacturers of the latest golf equipment; and on-site repair facilities for regripping, loft lie adjustments and club reshafting.

Customers will always find their favorite tennis and golf brands well represented at PGA TOUR Superstore. A small sampling of such brands includes Titleist, TaylorMade, Callaway, PING, Nike, Cobra, PUMA, adidas, Vineyard Vines, Tommy Bahama, Cleveland, Srixon, Adams, Mizuno, FootJoy, Bridgestone, ecco, PGA TOUR, Wilson, Prince, Babolat and Under Armour.

Paramus is PGA TOUR Superstore's fifteenth retail location. The superstores are owned and operated by Golf & Tennis Pro Shop, Inc., whose controlling owner and chairman is Arthur M. Blank, retired Home Depot co-founder and now owner of the Atlanta Falcons. "Paramus is the perfect location to open our newest retail store because of its central location for residents in the New York and New Jersey region," said Blank. "We're looking forward to building relationships in the community and providing a high level of expertise to golf and tennis enthusiasts."

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