NEWS RELEASE

Golf Galaxy Kicks Off Black Friday with First-Ever "Pick a Tag. Win Some Swag." Giveaway Event

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PITTSBURGH, Nov. 10, 2026 /PRNewswire/ -- Golf Galaxy is teeing off Black Friday with a new way for golfers to win big. Today, the retailer announced its first-ever "Pick a Tag. Win Some Swag." giveaway, taking place at all Golf Galaxy stores nationwide on November 27.

Starting at store open, 7 a.m. local time, golfers who visit their local Golf Galaxy can randomly select an envelope to reveal an instant prize, with the first 30 participants guaranteed to win. Prizes range from golf balls, tees and gloves to gift cards, complimentary in-store services and more.

One athlete at every Golf Galaxy location will also score the local grand prize: an exclusive swag bag valued over $500 packed with products from top golf brands and a unique Golf Galaxy in-store experience.

In addition, one nationwide grand prize winner will receive the ultimate at-home golf setup, featuring a Garmin R50 Launch Monitor, a full TaylorMade bag set and a head-to-toe FootJoy wardrobe. More information on the giveaway event can be found **here**.

Golfers will have another chance to win this holiday season through a limited-edition collaboration with SWAG Golf and Bryson DeChambeau. Beginning on November 19, golfers can purchase a Bryson X SWAG Break50 Blind Bag mystery headcover at Golf Galaxy and DICK'S for a chance to win exclusive prizes. Fifty winners will receive autographed headcovers, while four grand prize winners will get a behind-the-scenes look at the filming of Break 50 and the opportunity to spend the afternoon with DeChambeau. More details* on the opportunity can be found **here.**

Golf Galaxy has also launched its **2026 Holiday Gift Shop** on **golfgalaxy.com** and in the **Golf Galaxy App**, featuring a curated lineup of the season's best golf gifts across equipment, apparel, shoes, technology, services and experiences. From tour-level equipment and on-course style upgrades to personalized club fittings, hitting bay rentals, club repairs and lessons with PGA and LPGA Professionals, Golf Galaxy makes it easy to give gifts that help golfers play better and enjoy the game.

From game-changing equipment to score-lowering lessons, Golf Galaxy brings every golfer's wish list to life. This year's gift shop features:

- Tour-level equipment, personalized golf balls, and tech from industry leaders like TaylorMade, Callaway, Titleist, Mizuno, Odyssey and exclusive brand, Maxfli
- Clothing, shoes and accessories to help them look as good as they play on-course from Johnnie-O, PAYNTR Golf, G/FORE, Bad Birdie, TravisMathew, Walter Hagen, Jordan, and more
- Limited time 25% Off Lesson Packs: 1-Hour Lessons in packages of three ($164.99), six ($299.99), or 10 ($449.99), as well as 30-minute sessions ($79.99) and junior lessons for players 18 and under ($49.99). Deals valid 11/22/26 -12/24/26
- Limited Time 25% Off Simulator Packs: 1-Hour TrackMan Simulator Rentals in packages of three ($89.99), six ($149.99), or 10 ($224.99). All services can easily be booked inside the Golf Galaxy app. Deals valid 11/22/26 -12/24/26

Black Friday offers** will feature up to 60% Off top equipment, footwear, apparel and more. These deals are valid November 22 – November 27; plus, Cyber Week tees off Sunday, November 29.

- Up to $350 Off Golf Clubs
- Buy More, Save More plus Free Personalization on select golf balls
- Up to 60% Off Golf Apparel
- Up to 50% Off Golf Shoes
- $500 Off Garmin Approach R50 Launch Monitor
- Save $100 on Ghost Golf Bags

All Golf Galaxy locations will be closed on Thanksgiving Day so teammates can enjoy the holiday with family. Stores will open on Black Friday at 7 a.m. and close at 8 p.m. local time. Extended holiday hours will be available at most Golf Galaxy and Golf Galaxy Performance Center locations throughout the season. Golfers are encouraged to check with their local stores for more information.

Additionally, Golf Galaxy provides seamless, flexible shopping options for every golfer this holiday season:

- Fast & Free Shipping: DICK'S ScoreCard and ScoreCard+ members and customers with orders of $49 or more qualify for free shipping
- One-Hour Pickup: Golfers can purchase thousands of products online and pick up their order at a nearby Golf Galaxy location, with most items ready in as little as one hour
- Same Day Delivery: Eligible items can be ordered by 4PM local time and delivered the same day. Product and service availability subject to location.

Golfers can unlock even more value through DICK'S ScoreCard loyalty program, where members earn points on purchases and receive rewards they can use on future gear. New this holiday season, golfers looking for additional perks can enroll in ScoreCard+ and receive premium benefits including guaranteed annual rewards, unlimited free standard shipping, exclusive discounts and savings on services and experiences. Learn more about ScoreCard and ScoreCard+ benefits **here**.

Through the Golf Galaxy Best Price Guarantee, golfers can shop with confidence knowing Golf Galaxy will match a lower price on an identical item from a qualifying retailer. In addition, those who sign up for Golf Galaxy Text Alerts can receive 15% off their next order. Learn more about the Best Price Guarantee and Golf Galaxy Text Alerts here.

About Golf Galaxy

Golf Galaxy, LLC helps golfers improve their skills and gain confidence on the course. The specialty golf retailer offers a broad assortment of golf equipment, apparel and footwear from leading brands like Callaway, TaylorMade, Titleist, PING, Nike, Under Armour and more, and a complete range of golf services from PGA and LPGA professionals, certified fitting experts and club technicians. The retailer also operates Golf Galaxy Performance Center, a new concept offering golfers of all levels an immersive experience. Additional information can be found on **GolfGalaxy.com** and on **Instagram Facebook** and **X**.

* SWEEPSTAKES OFFICIAL RULES: Sweepstakes promotion runs November 19, 2026 through December 31, 2026. No purchase necessary. Void where prohibited. Up to four (4) grand prize winners. Sweepstakes begins November 19, 2026 and ends December 31, 2026 at 11:59 pm CT. A purchase will not increase your chances of winning. See **Official Rules** for how to enter, eligibility, odds, and full details. Void in the state of Rhode Island and where prohibited by law. Subject to all federal, state, provincial, territorial, and local laws, regulations, and ordinances. Sponsor: Kuldisak, LLC.

** While supplies last. Some exclusions apply. See **https://www.golfgalaxy.com/s/promotion-exclusions** for details.

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