



## FOR IMMEDIATE RELEASE

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### ATTITUDES MARKETING SELECTED FOR LOCAL REPRESENTATION OF PRO GOLFER TADD FUJIKAWA

HONOLULU, HI – August 2008 – Hawaii’s youngest pro golfer Tadd Fujikawa and his agent, Kevin Bell, a partner in the Washington, D.C. law firm Patton Boggs, have announced they have selected a local marketing firm to help secure local endorsements and sponsorships. Attitudes Marketing principals Leonore and Ken Becker will provide a local contact for companies wishing to work with Tadd to enhance their marketing presence in the islands. Under a contract with Patton Boggs, they will provide a link to Tadd through Kevin Bell as the local golf phenom travels the world playing tournaments and making appearances.

“Tadd is truly becoming a world figure in golf and is in demand to play across the globe, but we realized his most loyal fan base is right in his home state and we wanted to give businesses there easier access to sponsorship

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## ATTITUDES AND TADD FUJIKAWA – Page Two

opportunities,” Bell explained. “Everything will still run through our offices, but we’ll have knowledgeable local representation to answer questions, arrange appearances and work closely with Tadd.”

Attitudes Marketing has a strong background in the golf industry, having worked with club manufacturers, golf course community developers, public and private golf courses and such PGA tour notables as Jack Nicklaus, Peter Jacobsen, Craig Stadler, Chi Chi Rodriguez and Fuzzy Zoeller. In the coming months they will be seeking to find additional sponsors for Tadd’s tour cap, shirt and golf bag, plus making arrangements to designate a “home course” for Tadd to affiliate with.

“Tadd helped place Hawaii on the golf map when he became the youngest qualifier ever for the U.S. Open and when he made the cut and finished 20<sup>th</sup> at the annual Sony Open in front of a large national TV audience,” Attitudes principal Ken Becker commented. “He is kind of a local hero because of his accomplishments in golf and in life, but also because of his incredible personality. I swear he almost never stops smiling and always seems to have time to spend with his fans, on the course and off. Tadd is a remarkable young man that will continue to spread Hawaii’s aloha all over the world, We are pleased to even play a small part in making that happen. ‘

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