

## Dilla Golf Apparel Inks Deal To Help Kids

Written by Robert ID1290  
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The Dilla Golf Apparel Company (DGAC), an upscale African-American owned golf Apparel Company has just inked a deal to provide golf apparel for the Hook-A-Kid on Golf Foundation of Illinois.

Hook A Kid on Golf is America's most comprehensive youth golf program and their mission is to provide communities with a comprehensive youth golf program that eliminates the obstacles that discourages youngsters from learning and continuing to play golf while instilling in them an understanding of golf's rules, etiquette and history.

Dilla Golf Apparel's mission is to provide a line of functional and comfortable apparel for today's African-American golfer of all ages that appeals to their style and performance requirements and to become the industry leader in the African-American golf apparel market. Nashawn D. Price, the president and founder of Dilla Golf Apparel looks at working with Hook-A-Kid on Golf as a major step in gaining the consumer awareness that DGAC needs for a successful 2005 launch.

More about Dilla Golf Apparel Company (DGAC);

The Dilla Golf Apparel Company's (DGAC) mission is to provide a line of functional and comfortable apparel for today's African-American golfer of all ages that appeals to their style, quality and performance requirements *and* to become the industry leader in the African-American golf apparel market.

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With that in mind, our 2005 Collection features highly breathing fabrics that wick away moisture. The collection also features nice style, clean designs and attractive colors that will look great on any course and in any clubhouse; it is upscale, and is not loud or boisterous.

Dilla Golf Apparel Co. is synonymous with quality, comfort and style. In addition, DGAC is geared towards capturing the brand and product loyalty traditionally demonstrated by the African-American consumer (e.g. hip-hop and rap favorites Phat Farm and Sean John).

For more information on Dilla Golf Apparel Please Contact:

Dilla Golf Apparel Company

1131 Lake Street #227

Oak Park, IL 60301

708.351.4273

Email - [contact@dillagolf.com](mailto:contact@dillagolf.com)

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