

Yes! Golf announces The Donna hybrid putter

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Somewhere in the Yes! Golf organization is a person whose sole function is to gaze across the Yes! Putter range and look for chinks of daylight in what otherwise seems a totally comprehensive choice of putter types. When a gap appears, it has to be filled. If the 'spotter' fails to see a gap, it's often a passing comment from a Tour pro who gives the opinion that such-and-such a putter would be perfect, if only it had...

The Donna is such a putter, and represents another departure for Yes! from the straight and narrow.

This hybrid putter is composed of two different materials. The face is made of aviation grade aluminum and the body is made of 304 stainless steel. The combination of a light face and heavy back generates a high MOI. The design of the putter is a combination of a mallet and cavity-back blade design. The heel-toe balance makes it a very forgiving putter. The full offset shaft features a double bend and the cavity of the putter head has a single alignment line.

Okay, a cynic might say this is for the ditherer that cannot make up his or her mind about whether a blade or mallet is better. But that would be to miss the point.

Peter Allison, the MD of Yes! Golf UK & Ireland, is well-known for plain speaking, and is an ideal spokesman, therefore, to explain the often baffling technical spec of putters like this.

“It’s largely about feel,” he says. “The Donna feels like nothing else you’re likely to pick up, and that’s down to the mix of metals. Some metals lend themselves to moulding and other stages of the fabrication process. And the 304 stainless steel is an example of this, given that it also is a predictable and stable provider of weighting.

“Other metals are much better given towards feedback and conducting feel back to the hands. The aluminium we use is a superb example of this type of material.

“Now, all that information might or might not be useful. I could give you a thousand words but in my experience people just fall in love with the feel of a putter. Gary Wolstenholme came into our new putting studio in Southport, not planning to buy a putter but The Donna had just come in... his curiosity was tickled, he tried it and didn’t want to give it back. It just means that whatever Tour pro first gave us the idea for the Donna shared that ‘lack of feel’ in other putters, that Gary did. There’ll be thousands like them who just feel the same reaction. All the technical explanation and specification won’t mean a thing to them. But for those who want to know, there it is.”

The Donna Specification

- * Face balanced
- * 355 gram head weight
- * High MOI Cavity Back Blade design for extreme forgiveness
- * Loft: 2.5 degrees; Lie: 72 degrees standard. (2 degrees flat or 2 degrees upright also available)
- * Features a unique double bend shaft
- * Titanium Carbon finish
- * Anodized grooves
- * Available in RH and LH models, shaft lengths 32" to 37"
- * Custom fitted head cover

For further press information and photography please contact
Dominic O’Byrne at O’Byrne Communications
via +44 (0)113 255 4114 or dominic@obyrne.co.uk.

For technical information and sourcing product, please contact
Peter Allison at Yes! Golf (UK & Europe) Ltd
on 0845 601 5778 or via peter@yesgolf.co.uk

Yes! Golf
7808 Cherry Creek South Drive, Suite 103
Denver, CO 80231
www.yesgolf.com

Contact: Michel Monnard, C./Llum 10, 07580 Capdepera (Mallorca/Spain)
Email: michel@swashputtingschools.com
Phone: 0034 639635634

About YES! Golf
Yes! Golf, based in Denver, Col., is the proven leader in grooved putter technology. Harold Swash, known as the European putting doctor, introduced the innovative theory of concentric grooves in 1995. Today, C-Groove putters are taking the golf world by storm making Yes! Golf one of the fastest growing putters on the professional tours. For more information on Yes! Golf call 800.845.4327 or www.yesgolf.com

About Harold Swash Putting School of Excellence

Harold Swash is making his teaching philosophy available for all keen golf teaching professionals who want to learn how to teach Putting better.

For more information about The Harold Swash Putting School of Excellence go to www.swashputtingschools.com

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