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### **būji® & Partners Unite for the Great Golf Stroke-Off Contest**

First ever national contest spotlights stroke-adding horror stories with on-line community sharing and practical advice from the pros on improving play

**CHICAGO, June 15, 2007:** *Slow golfers, poison ivy, rattlesnakes, alligators, and a host of other irritations are examples of frequently reported nuisances of the fairway that add strokes to a golfer's game. Now golfers can compare horror stories and win an incredible bi-weekly prize package in the **Great Golf Stroke-Off Contest**, sponsored by būji, Jack Moorehouse, author of *How to Break 80™*, and G.R.I.P. Through humor and commiseration, the contest blog (<http://golf.bujiproducts.com>) is ultimately intended to be a source of education and practical advice for employing useable techniques and common-sense strategies to improve golfers' games.*

*Golfers are invited to share their stories that made them see red while on the green on the blog. Bi-weekly, a panel of judges will comment on and select the most skin-crawling of the submissions and the (un)lucky golfer will win a prize package of must-have golf products from each of the sponsoring companies with a total retail value of \$299 per prize package. By summer's end this blog intends to be one of the most robust archives of humorous golf horror stories on the Internet. (See būji video teaser\*.)*

*"We learned that poison ivy is just one of the many elements that add strokes to a golfer's game through our recently conducted national survey\*\* and wanted to collect and reward those who have experienced the true horrors of the fairway! Of course, our panel of crack moderators will be there to comment, encourage and offer helpful tips on improving golfers' games" said Cadey O'Leary, president of būji, LLC.*

*The contest will run for 12 weeks, beginning on June 15, and will be moderated by a rotating panel of golf pros from the participating sponsors. Golf pros and other experts will share techniques for enhancing play while avoiding common stroke-adding pitfalls. "We have put together incredible prize packages and will be distributing 12 of them to selected golfers who share their stories with us. No doubt a 'can you top this' streak will be running through this contest. Let the games begin!" adds O'Leary.*

Prizes:

*būji products: būji Block™ and būji Wash™ – the only poison ivy/oak protection and relief system with SPF 24 designed to stop the itch before it starts. [www.bujiproducts.com](http://www.bujiproducts.com)*

*How to Break 80™ Guidebook -- "How to Break 80™ and Shoot Like the Pros!" has quickly become one of the best selling books on the Internet because it is written and designed for those of us who actually have to do something else than golf to make a living.*

[www.howtobreak80.com](http://www.howtobreak80.com)

*GRIP "Gear" – Golf Research In Play: - G.R.I.P. is dedicated to developing the finest quality golf clubs -- Golf clubs that make the game easier to play, more fun, and highly affordable for the recreational golfer. [www.gogrip.com](http://www.gogrip.com)*

\*A büji-produced video, speaking to one of golf's worst foes, poison ivy, was launched on YouTube last month: <http://www.youtube.com/watch?v=xqF7zsXqcY0> as a teaser for this contest launch.

\*\*The büji survey was conducted on-line specifically with golfers, ages 25-55, with 62% of core-golfer respondents hitting the course at least 20 times per year and found that 12% have added strokes to their game because of fairway problems.

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About büji: büji, LLC, wants people to get out and discover. Its products are designed to protect and condition the skin of active bodies, and the company supports initiatives that foster discovery and exploration. büji's premier products target the source of poison ivy/oak reactions and provide UVA/UVB sun protection. They are fragrance-free, dye-free, hypoallergenic and dermatologist-and pediatrician-tested and are sold nationally at Rite Aid or through [www.bujiproducts.com](http://www.bujiproducts.com). For more information, visit our web site or call 888-606-2854.