



By: Steve Hosid  
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**If you were wondering why several golfers** had yellow bags at the Traveler's this week, the reason was to support Lance Armstrong's foundation. Nike-sponsored golfers sported the bright yellow golf bags, which have "Livestrong" written down the side, are in support of the Lance Armstrong's Livestrong Foundation, a charity established by the pro cyclist in 1997 to promote cancer awareness. U.S. Open champion Lucas Glover, last year's Travelers' champ Stewart Cink, Bob Tway, Brendon Todd, Kris Blanks, Carl Pettersson and Justin Leonard all had the bags. **Lucas Glover earned his first major championship** at the U.S. Open. That win helped Glover soar 53 places to No. 18 in the latest Official World Golf Rankings. Tiger Woods's lead atop the rankings shrunk a little as No. 2 Phil Mickelson shared second place at the Open. Paul Casey and Sergio Garcia remained third and fourth, while Henrik Stenson and Geoff Ogilvy exchanged places with Stenson up to the fifth spot.

**Speaking of Glover, he had little time to celebrate the Open victory** before honoring his commitment to play in The Travelers but he did have some fun and make some media appearances. Lucas spent Tuesday doing Regis and Letterman, and took his new trophy to the top of the Empire State building.

**Happy to report that Seve Ballesteros is starting to look better and better** as he continues his recovery from brain cancer surgery. He's so grateful to the doctors, staff and hospital that saved his life that he's launching his Seve Ballesteros Foundation to help others facing the same situation. "Just nine months ago my life was hanging by a thread," the 52-year-old Spaniard said. "I am a lucky man, I have a second opportunity and my desire is to help others."

**Former President Dwight Eisenhower will be the first U.S. President** inducted into the Golf Hall of Fame. Not giving away my age, I remember that when President John Kennedy took office he made some comments about the spike marks in the oval office floor caused by Ike walking in from the White House putting green. I'm sure the late president's close personal friend, Arnold Palmer, will be at the induction ceremony in St. Augustine on November 2.

**If you were in Nova Scotia this past Friday you weren't imagining things.** That really was Tiger Woods playing in an exhibition with Charles Barkley. He was raising money for the Tiger Woods Foundation.

**Having three players tied for second** (Phil Mickelson, Ricky Barnes and David Duval) at the U.S. Open caused a problem as they only had one silver medal for the ceremony. "I'm plenty good," Mickelson said. "I have four ... you can send me mine."



## Sweet 16: SST PURE Streak Continues

**The longest winning streak in all of sports belongs to SST PURE. Kenny Perry's victory in the Travelers Championship means that for 16 straight weeks** a player who asked SST to PURE their clubs has won on either the PGA or Champions Tours. For four months in a row SST has been in the winner's circle every week.

It's victory number 21 in 2009 and it comes fresh off the U.S. Open championship last week. SST wins for the second time this year with Kenny Perry, who is now the season long FedEx Cup point leader.

**A player who has asked SST to PURE their clubs** has won every major this year. Angel Cabrera won the Masters, Michael Allen won the Senior PGA and Lucas Glover won the U.S. Open. Henrik Stenson, who also PUREs his clubs, won The Players Championship.

**With his latest victory Perry joins three other players in the PUREing column** as two time champions in 2009. Tiger Woods, who *Golfweek* wrote picked PUREd clubs in a blind test, won the Arnold Palmer Invitational and The Memorial hosted by Jack Nicklaus. Brian Gay won two events – the Verizon Heritage and the St. Jude's Classic. Zach Johnson has a history of asking SST to PURE his clubs and he's also won twice.

**Sixteen weeks in a row, 4 months in a row, all the majors played in 2009** and if you add in Padraig Harrington's British Open and PGA Championships last year SST PURE has won the Grand Slam within 12 months. No wonder SST PURE is the hottest company in golf and now is being reverently referred to as the "Choice of Champions." Add up all the money won just in 2009 by players on the PGA TOUR who asked SST to PURE their clubs and the staggering amount has now crossed over the \$90 million mark in 2009.

**The pros ask SST to PURE their shafts** because they realize the difference a PUREd shaft makes when trying to impact the sweet spot of the clubface consistently. Make it a point to go or send your clubs to the nearest SST PURE licensee to your area. They'll PURE your clubs using the very same equipment and programs used to PURE the pros' shafts on TOUR. Find them at [www.sstpure.com](http://www.sstpure.com).

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