

P R E S S   R E L E A S E

# HANG — THE — BANNER



**DUSTIN  
JOHNSON**

CHAMPION



**JUSTIN  
THOMAS**

CHAMPION



**JESSICA  
KORDA**

CHAMPION



**BROOKS  
KOEPKA**

CHAMPION



**LEXI  
THOMPSON**

CHAMPION



The Proven Golf **Fitness Program**  
**Used by the** Best Golfers in the World





#### FOR IMMEDIATE RELEASE

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#### HANG THE BANNER

The Proven Golf Fitness Program  
Used by the Best Golfers  
in the World



*"This is results-driven training with a purpose. If you're working with a swing coach or pro at your club, they'll thank you for doing the things you'll read about in this book."* - **Butch Harmon**

*"The work I've done with Joey D has absolutely helped my game."* - **Dustin Johnson**

Coach Joey D and Coach K-Wayne Tullier have spent years optimizing the bodies, swings, and careers of the game's top PGA and LPGA Tour players. Now their Tour-proven exercises, drills, and philosophies have been collected in a single volume to let anyone train like the game's elite players.

The walls of the Joey D Golf Sports Training Center in Jupiter, Florida, are ringed with banners, each representing a Tour victory by a player who trains there. Each giant banner is a permanent tribute to the player who earned it and further proof of the unparalleled level of training being done at the facility. Currently, 90 banners hang on the walls.

*Hang the Banner* takes golfers inside the minds and methods of two of the most sought-after and winningest strength, conditioning, and biomechanics coaches in history. They understand what it takes to help players reach their goals. And in *Hang the Banner*, they share their proven methods and fitness programs to help golfers of all levels move better, feel better, and play better golf.



### **About *Hang the Banner***

Here's the truth: you can only swing a golf club as well as your body will allow you to. *Hang the Banner* details the physiological, anatomical, and biomechanical requirements necessary for a consistent and powerful golf swing in easy-to-understand terms and puts you on a golf-specific training program that's laser-focused on optimizing your body for the sport of golf.

### **The Benefits of Golf-Specific Fitness Training**

Optimizing your body for playing golf is about more than just strength training. *Hang the Banner* gives you a proven program for boosting golf-specific strength, movement, balance, and neurological function. Preparing your body to swing the club is the fastest and most effective way to increase distance and improve accuracy. And that means lower scores and a lot more fun out on the course.

### **Total Body Training for Golfers of All Levels**

*Hang The Banner* is the blueprint you need for game improvement. This isn't just for the game's elite players; the complete training program in *Hang the Banner* is designed for players of all fitness levels and can be done either at home or at a gym.

### **Train Like the Pros**

Hear from the top players in the world about how the same movements and exercises you'll be doing in *Hang the Banner* help them play their best at the world's biggest and most prestigious events. *Hang the Banner* takes you "inside the ropes" with Tour players like Dustin Johnson, Justin Thomas, Lexi Thompson, Brooks Koepka, Harold Varner III, Jessica Korda, Talor Gooch, Michelle Wie, Lucas Glover, and many more.





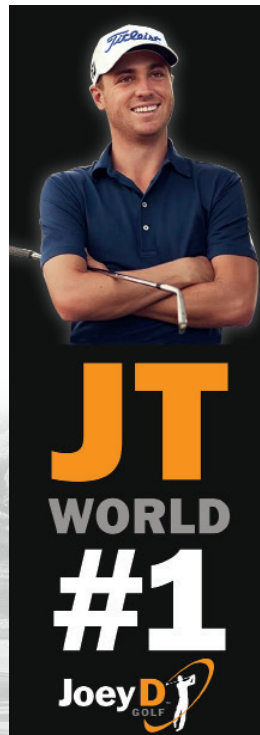
## Coach Joey Diovisalvi

A pioneer in the field of golf-specific fitness training, Coach Joey D has been working with the top pros in the world for over 20 years. His philosophies and methodologies have resulted in dozens of Tour victories for his players and were key components to helping Vijay Singh, Dustin Johnson, and Brooks Koepka reach the number one position in the Official World Golf Ranking. His best-selling 2010 book, *Fix Your Body, Fix Your Swing* is considered the Bible of golf-specific training.



## Coach Kolby Tullier

Coach K-Wayne is one of the country's top sports performance coaches. His success with Tour pros like Justin Thomas, Jessica Korda, and Lexi Thompson — as well as top NFL and MLB players — is proof that Kolby knows how to optimize the human body for sports. His infectious positive attitude brings out the best in his players, whether they're trying to win a major or make their high school team.





### Quotes from *Hang the Banner*

“Your best chance at having that ball end up where you want it is to make sure that the body swinging the club is capable of playing that shot. And it's the things in this book that'll allow that to happen. - **Butch Harmon**

“Great performance in any sport relies on great preparation. I've witnessed their work for years and the results hang on their wall. These two are masters of their craft. - **Wayne Gretzky**

“It hits me more sometimes in that gym than in real life when I see my banners up there and I get chills and I'm, like, 'Wow. That's pretty awesome.' And just to be up there with other athletes – some of the best golfers in the world – it's an honor. - **Lexi Thompson**

“Before, I didn't work out that much. I would do a little bit, but that was because I was either forced to or because I felt I had to, and I wasn't consistent with it. And now, it's just become a part of my life and I really do love working out and I enjoy the grind. - **Justin Thomas**

“Working out has always been a part of my job and I love it. To play at the highest level, it's a non-negotiable part of my daily training program. But some days it's easier said than done. Joey D can be a bear of a task master when he needs to be. For me, I like that. I perform best when I'm challenged – especially when it's someone I respect. - **Brooks Koepka**

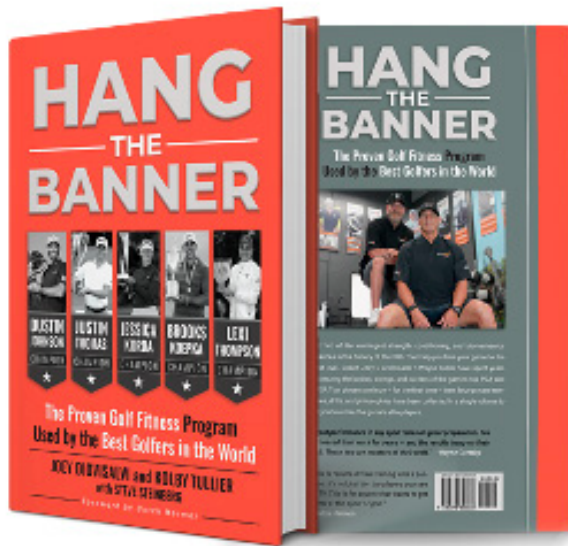
“I'm going to fill every spot on these walls. - **Dustin Johnson**

“There are so many banners up and DJ and Justin are taking over the front room and it's so annoying. It makes everyone else want to put their little dent in the room, so it's fun. When somebody wins, you just wait for that banner to go up. It's a pride thing. In a sense, it's a very individual sport, but Kolby calls us all his 'stable,' so it's a little bit of a family, as well. - **Jessica Korda**

“I won the U.S. Open in 2009, but today, at 40, I'm swinging the club faster than I ever have and playing better and more consistently than I ever have.”  
- **Lucas Glover**

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**AVAILABLE FORMATS**

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**Electronic - Price varies by territory**

ISBN: 978-0-578-35669-3

**Available at [HangtheBanner.com](http://HangtheBanner.com)**

***Hang the Banner* Featured Content**

- A joint-by-joint, full-body approach to optimizing the body to swing a golf club, with chapters focusing on the ankle and foot, the knee, the hips, the spine, the neck and head, the shoulder, the elbow, and the wrist and hand.
- Dozens of Tour-proven, clearly illustrated, golf-specific mobility, stability, and strength exercises.
- A complete four-week training schedule to increase mobility and flexibility, improve balance and stability, and boost strength and speed.
- A quick and comprehensive pre-round warm-up routine that will have you hitting the first tee like a pro.
- First-hand accounts from the game's top players about how these same movements and exercises let them play their best at the world's biggest events.

