



Global Golf4 Cancer

Flying the Flag for Cancer Fighters Worldwide



Photo courtesy of Ashley Rose



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About Nick Edmund

Three-time head and neck cancer survivor Nick Edmund is a golf writer and former barrister who for 15 years managed Sir Nick Faldo's golf course design business. Four years ago he set up Global Golf4 Cancer with the intention of raising awareness among the golfing community and encouraging golfers to support various cancer fighting initiatives throughout the world.

"Global Golf4 Cancer was conceived with a simple objective: to harness the power of golf in the battle against cancer. The game is a truly global phenomenon that knows no borders ... and unfortunately the same can be said of cancer".

About Global Golf4 Cancer and its 4-Flag Campaign (www.globalgolf4cancer.org)

Formally established as a UK-based organisation in January 2017, Global Golf4 Cancer (GG4C) has developed into a genuinely global campaign whose mission is to inspire the golfing community to 'fly the flag' (literally, at times) and to support cancer fighters and cancer charities worldwide.

"Through utilising our distinctive Global Golf4 Cancer '4-Flag', and by encouraging clubs and event organisers to fly this flag on the 4th hole of their golf courses on special occasions, we can increase awareness and at the same time be a catalyst for fundraising opportunities".

Why the '4 theme' and why fly a special '4-Flag' on the 4th hole?

The idea emanates from the sad fact that 1 in 4 of us is likely to be affected by cancer during our lifetime. And from par fours, to fourballs and four Major championships, '4' is perhaps the most significant number in golf.

"Every golf course has a 4th hole with a pin or flag in it - one we aim at and interact with as we play the hole. The flag is a beacon and a banner; and in our campaign 'flying the 4-flag' is symbolic of what we are striving to inspire: global golf 4 cancer."



Launching the Global Golf4 Cancer 4-Flag Campaign

Nick Edmund launched the 4-Flag campaign on March 4th, 2017 when he began a walk of 2,000kms along the Wild Atlantic Way in Ireland carrying a set of golf clubs. The purpose of this 'golf-walk' was to visit 40 golf clubs and personally deliver a GG4C 4-Flag to each club after playing their 4th hole – so raising awareness for the campaign and its goals.

A Series of Regional Flag-Flying Campaigns and Special Events

Following its launch in Ireland, and a second awareness-creating golf-walk in Scotland ('from Turnberry to Dornoch via St Andrews') Global Golf4 Cancer has been establishing a series of regional flag-flying campaigns and associating with a selection of special events throughout the world. Typically, and depending on location, participating venues will fly the GG4C flag on their 4th hole during some or each of the four 'Global Golf4 Cancer Awareness Days': 4th February, 4th April, 4th July and 4th October, and at other significant times or events of the club's choosing.



A Global Campaign Spanning the Six Continents

By the beginning of 2020 the Global Golf4 Cancer flag had been raised on all six continents and at such iconic venues as St Andrews, Pebble Beach, Ballyunion, Durban Country Club, The Olympic Course in Rio, Barnbougale Dunes in Tasmania, Royal Montreal, Sunningdale, Prestwick, The Jockey Club in Buenos Aires, Sentosa in Singapore and Royal County Down. By 2021 it is intended that 400 of the world's finest golf clubs will be raising the flag on important dates and occasions, and at special tournaments and events.

"Flying the GG4C 4-Flag on behalf of cancer fighters and raising awareness of cancer-fighting causes within the golfing community are fundamental objectives in developing the campaign; however it is also hoped that as a consequence of this occurring on a global scale, a growing number of event organisers and companies associated with the golf industry will want to support as well as initiate fundraising activities linked to these flag flying occasions."

Further Information:

You can watch the Global Golf4 Cancer story unfold in 4 short videos on our website: www.globalgolf4cancer.org



Photo courtesy of Matthew Harris



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