

SPORTS

Mercedes-Benz USA, Eastside Golf form multiyear partnership to drive equity

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upcoming activations including the launch of the Eastside Golf National Championship tournament and an expanded Community Golf Day series.
Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

The U.S. division of German automaker Mercedes-Benz is collaborating with American sports apparel brand Eastside Golf to increase equity and access.

The companies have forged a multiyear partnership, launching a program called "Vehicles for Change." Increasing participation from underrepresented communities while working to attract younger audiences, the initiative aims to drive inclusivity within golf.

"At Mercedes-Benz, we are focused on innovation and transformation to create a better future," said Monique Harrison, head of brand marketing at [Mercedes-Benz USA](#), in a statement.

"We are committed to community reinvestment that helps generate meaningful change and empower the next generation of leaders through increased access and education," Ms. Harrison said. "Our partnership with Eastside Golf reflects this mission and aligns with our long-standing support of golf programs around the globe.

"Together, we're helping to remove barriers and open doors to a game that is not only fun, but teaches valuable life lessons about humility, hard work, persistence and dedication."

Not-for-profit

Carving out opportunities to "play, learn and grow the sport," Mercedes-Benz and Eastside Golf will collaborate on a set of events in Atlanta and throughout the U.S. through 2025.

The partnership is wide-ranging, with support earmarked for HBCU Morehouse College, among a few additional upcoming activations including the launch of the Eastside Golf National Championship tournament and an expanded Community Golf Day series.

In September, the pair kicked philanthropic efforts off at the Eastside Golf Invitational, which took place at Fairmont Grand Del Mar's Grand Golf Club in San Diego.



Access and equity to and within golf are core to the partnership. Image credit: Mercedes-Benz

There, MBUSA executives joined Eastside Golf founders Olajuwon Ajanaku and Earl Cooper. The entrepreneurs, both golfers themselves, established the company in 2019, the duo having attended Morehouse College and won a national championship together there.

“In just a few short years, Eastside Golf has successfully transformed global perceptions of golf, both in terms of fashion and mindset,” said Mr. Cooper, in a statement.

“As a PGA professional and top instructor, one of my passions is to see more people of color pursue careers within the sport and get a fair shot at doing so,” he said. “Partnering with Mercedes-Benz allows us to amplify our efforts and collaborate on bigger opportunities as we strive to create a more inclusive future for golf, on and off the course.”

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