



royal albartross  
LONDON



**ROYAL ALBARTROSS TO DONATE 10% OF ALL SALES TO SUPPORT CLUBSHELP  
Luxury Goods Maker Supports Initiative to Aid Frontline Responders to COVID-19**

**London, England (April 27, 2020)** – [Royal Albartross](#)—the bespoke, London-based luxury goods company— will donate 10% of all online sales in the month of May to ClubsHELP, a newly-formed 501(c)3 foundation created to connect U.S. golf clubs with hospitals in their local areas to provide critically needed support for health workers as they care for victims of the COVID-19 pandemic.

World Golf Hall of Famer, 2019 Presidents Cup Captain, and PGA Tour golfer Ernie Els issued a challenge to his fellow professionals and club golfers everywhere asking them or their companies to become the captain of a club, adopt their local hospital, and tap club resources to deliver greatly needed supplies to those on the frontlines during this unprecedented international health crisis.

“I am delighted to accept this challenge from Ernie,” said Alex Bartholomew, Founder and CEO of Royal Albartross, and like Els, a native of South Africa. “It’s the least we can do for the first responders who are putting their lives on the line every day. We recognize that we are part of a larger golf family and community and believe Royal Albartross can make the greatest positive impact by contributing to the Clubs HELP organization to serve our communities through our golf clubs.” In her [video](#), Bartholomew challenged other brands to do the same.

Golf's premier organizations, including the National Club Association and Golf Writers Association of America, leadership, and management companies have pledged to jump start the ClubsHELP program and make a swift and meaningful impact in communities throughout the United States. Additionally, the [American Hospital Association](#) (AHA) and [American College of Emergency Physicians](#) (ACEP) have alerted their memberships that golf clubs across the country are activating.

To be a captain, register your club, pledge support, or get additional information, access the web site at [www.clubshelp.org](http://www.clubshelp.org) or text ClubsHELP to 71441.

To purchase a Royal Albartross product and support Clubs HELP access the web site at [www.albartross.com](http://www.albartross.com).

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#### **About Royal Albartross**

Royal Albartross is a premium golf and lifestyle brand, with products handmade by master craftsmen in the heart of the shoe-making regions of both Italy and Portugal. The company employs the most skilled artisans – who use techniques that have been passed down from generation to generation – and has perfected a manufacturing lifecycle that balances product lead times with luxury that is worth the wait. What sets Royal Albartross apart is its selection of superior materials and component combinations. The company offers golfers unique and luxurious products that transcend easily from golf to life. [www.albartross.com](http://www.albartross.com)

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