



For Golfers Who Dare to Brave the Polar Vortex

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When it comes to golf, you either love it or you think it's as boring as watching grass grow.

There are lots of fair-weather golfers out there, but for the thousands of winter warriors who brave all weather conditions to play the sport they love, there is very little that can cool their infatuation with the sport, except maybe this year's polar vortex and the havoc it's playing with their balls.

Cold golf balls are about as much fun to play with as Tiger Woods when he's destined to miss a cut.

All the major brand golf balls are manufactured for an optimum temperature of ~80 degrees F (~26° C). When they get cold, they become less resilient and don't compress as they should off the clubface. For every 10 degree drop in temperature, golfers can lose up to 2.5 yards of distance. Those lost yards add up fast as the mercury drops.

Enter **ColdFusion Golf**.

They have created the first cold weather golf ball that performs better the frostier it gets.

What makes the **ColdFusion** golf ball function so well in icy conditions is its core/cover combination. Built to USGA specifications, the ball is designed using a custom core that when chilled or even frozen, retains its elasticity, leading to better distance control. The softer and thicker cover also ensures the ball is more responsive off the club face, giving golfers more spin control around the greens, and better feel with every club in their bag, including their putter.



(Photo/ColdFusion Golf)



(Photo/ColdFusion Golf)

The company officially launched **ColdFusion Golf** balls on February 12, 2014, in order to warm the hearts of golfers who are feeling frost bitten from their precious Pro V1s.

If you are a "go for it" golfer who doesn't let a little frost get in the way of your game, you should try **ColdFusion Golf** balls. For optimal performance, just remember to chill'em before you drill'em down the fairway!

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