

WORLD LONG DRIVE  
**PRESS  
RELEASE**



## Rugiet Named Official Men's Health Partner of World Long Drive



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**NEW YORK (July 29, 2025)** – World Long Drive (WLD) today announced Rugiet as its official men's health partner, marking a dynamic collaboration focused on raising awareness around men's health and wellness. The partnership pairs WLD's high-intensity competition with Rugiet's commitment to delivering luxury healthcare solutions for modern men.

As part of the multi-faceted agreement, Rugiet will receive prominent branding across WLD events, national broadcasts, and digital platforms, and will also play a key role at the 2025 World Long Drive Championship, taking place September 25–27 at Bigfoot Turf Farm in La Salle, Colorado.

Through the partnership, Rugiet will offer fans access to exclusive promotions, expert health insights, and premium compounded medications. Designed to promote proactive health management, Rugiet's offerings will be woven into the WLD experience, helping men take charge of their well-being both on and off the grid.

"We're thrilled to partner with Rugiet, a company that shares our commitment to excellence and innovation," said World Long Drive Chief Commercial Officer David Livingston. "Men's health is an important topic, and with Rugiet's dedication to improving the lives of men, this partnership is a perfect fit for World Long Drive and our audience."

Rugiet's digital healthcare platform offers clinically guided, personalized solutions for men's health. By combining discreet access, white-glove service, and premium compounded medications, Rugiet elevates the traditional healthcare experience.

"We're excited to team up with World Long Drive and its powerhouse athletes as we push our mission forward—helping men take control of their health," said Mike Apostol, CEO of Rugiet Health. "This partnership isn't just about visibility—it's about starting real conversations around men's health and giving guys the tools they need to feel their best. The World Long Drive Championship is the perfect stage to make that happen."

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**About Rugiet:**

Founded in 2015, Rugiet Health is a direct-to-consumer healthcare company redefining how men take charge of their health. From erectile dysfunction and hair loss to weight management and beyond, Rugiet's expert clinicians develop innovative, compounded treatments tailored to men's needs. With a seamless digital experience and discreet delivery, Rugiet removes the friction from getting care—so more men can take-action, feel better, and live on their own terms.

**About World Long Drive:**

The World Long Drive Tour is the largest annual domestic professional golf event not associated with the PGA of America, the PGA Tour, or the LPGA. It was first held in 1974, and since 2000 consisted of Open, Women's, Seniors (over-45s), and Amateur events. The Rise division, a subdivision of the Open will have its inception in the 2025 season. The World Long Drive tour is comprised of nine events domestically and over 30 events internationally all culminating for the season finale World Long Drive Championship. Additionally, World Long Drive hosts televised exhibition events benefiting The V Foundation. World Long Drive tour and championship is owned and operated by GF Sports and Entertainment based out of New York, NY.

**About GF Sports and Entertainment:**

GF Sports & Entertainment is a global events and operations company that elevates the experience of live sports, entertainment and interactive events. The company owns the Dallas Open, an ATP 500 level event and the only indoor professional tournament in the U.S., as well as the Ottawa Black Bears lacrosse team who competes in the National Lacrosse League. In 2021, GF Sports and Entertainment purchased World Long Drive which is the largest annual domestic professional golf event not associated with the PGA of America, the PGA Tour, or the LPGA. It was first established in 1974, and since 2000 consisted of Open, Women's, Seniors (over-45s), and Amateur events where athletes compete by driving for distance. GF Sports & Entertainment was founded in July 2015 by New York-based private equity firm GF Capital. For additional information, please visit [www.gfsportsandentertainment.com](http://www.gfsportsandentertainment.com).

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