



# GOLF HURTS

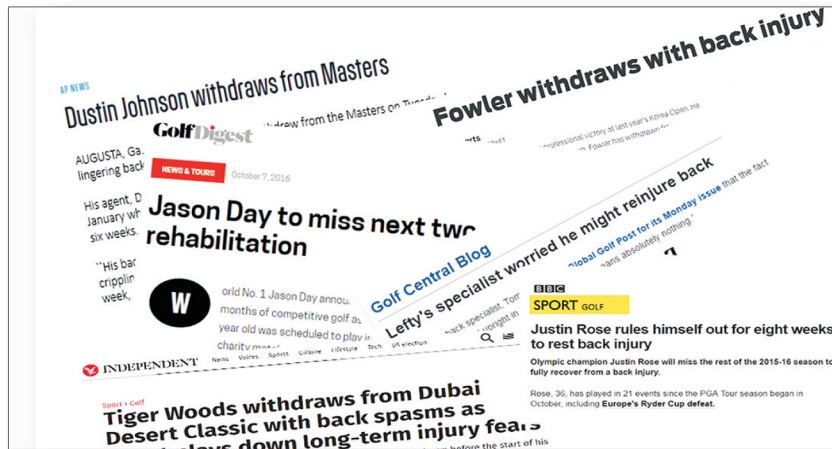
But, it doesn't have to.

A Proven Discovery Exclusively Introduced to

**SportsEd<sup>TV</sup>**  
Now You Can Play<sup>TM</sup>

# GOLF HURTS

But, it doesn't have to.



**WHEN** golf's top three players struggle with back injuries...

**WHEN** a handful of other major winners have to withdraw from tournaments with back ailments...

**WHEN** arguably the greatest of all time can't play for years at a time because of back troubles...

## THEN GOLF REALLY HURTS!

**WHEN** nearly 30 percent of the millions who golf suffer back pain after every round...

**WHEN** experts say "players are taught the modern golf swing technique which can place more demands on the body." And, "it's only a matter of time before an injury will occur in the lumbar spine..."

## THEN GOLF CONTINUES TO HURT.

**WHEN** 35% of the millions of golfers are over the age of 50 and play more than 50% of golf's annual rounds.

**WHEN** golfing seniors tend to be less fit than their younger counterparts...

**THEN** golf will really hurt if their backs don't hold up and they stop playing.



*"In 2002 we studied modern golf swings in comparison to the Single Plane Golf Swing and presented our findings to the World Scientific Congress on Golf at St. Andrews, Scotland. One of the findings was a clear indication that a parameter associated with back pain—the lateral bending angle—was significantly reduced in the Single Plane Golf Swing. We called for further study at the time and I am glad to see Dr. Robert Neal's work now seems to confirm our initial findings."*

*Dr. Len Zaichowski: PhD, Developer, Graduate Medical Sciences Behavioral Medicine Program, Boston University School of Medicine; Director of Sports Science, multiple corporations.*

**WHEN** in the course of other pursuits a major discovery is serendipitously found...

**WHEN** that happens, like the burrs that so annoyed George de Mestral that he invented Velcro, though it took years before NASA popularized it...

**THEN** so was golf's solution to its nemesis golfers' back pain serendipitously discovered.

**WHEN** a reclusive Canadian golfing savant intuitively built a Single Plane Golf swing...

**WHEN** golf researchers applied technology to see why Moe Norman's swing was so repeatable, powerful and accurate...

## EUREKA, THE SOLUTION BECAME CLEAR.

**THEN** studies began to show Moe's Way is less stressful on the back, to boot!

Because single plane golfers move into impact with a flexed lead knee, the pelvis lowers equal to head movement, taking pressure off of the back, eliminating the cause of most back pain. When conventional golfers swing the lead leg usually straightens into impact—the result of two planes becoming one at impact, conventionally. There is usually a three inch difference in pelvic lift, between them and that's why multiple plane golfers hurt.



# GOLF HEALS

Less torque. Less shearing.



"While hooked up to 3D Technology to prove the ball striking efficiencies of the Single Plane Golf Swing, a surprising difference in pelvis movements opened the 'better-for-your-back' flood of proofs. When I showed my pelvic lift negative numbers to renowned spine authority Dr. Hyun Bae, and we compared it to the averages of thousands of conventional golf swings the discovery became obvious."

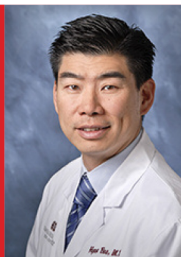
Todd Graves, the co-founder of Graves Golf, the world authority on the Single Plane Golf Swing, aptly named "Little Moe" by Moe Norman himself.

**WHEN** Moe Norman's protege "Little Moe" Todd Graves co-founded Graves Golf Academy, it became the worldwide authority on the Single Plane Golf technique.

**WHEN** in the process of authenticating Single Plane values, Graves engaged renowned biomechanics expert Dr. Robert Neal and 3-D technology...

**THEN** it became crystal clear why the Single Plane Golf Swing is better for golfer's backs than the conventional golf swing and...

**GOLF'S HURTS BEGAN TO HEAL.**



"The quantitative information the 3D Technology measurements provides proves reduced movement of the spine from address to impact occurs in the Single Plane Golf Swing mechanics. Importantly, the comparison of pelvic lift and rotation between conventional and single plane golfers shows significant less spinal compression and shear and that translates to significantly less risk of lumbar injuries to single plane golfers."

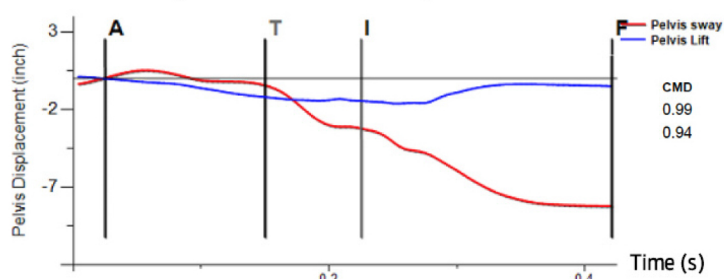
Dr. Hyun Bae-- widely published researcher, orthopedic surgeon, and national leader in motion preservation technology, artificial disc replacement and non-fusion tech.

**WHEN** renowned professional spine authority Dr. Hyun Bae and others like him explain the Graves Golf discoveries.

**WHEN** you understand and allow Single Plane Golf to not only improve your aching back but decidedly improve your golf scores.

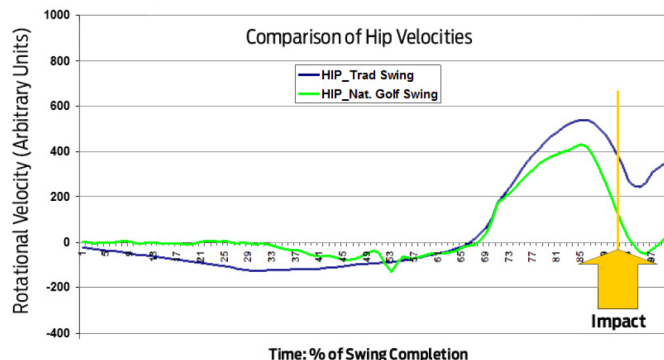
**THEN** golf will owe Moe and Little Moe a tip of the hat and a post round thank you.

## Single Plane Pelvis Displacement



Single Plane Pelvis Lowers;  
Traditional Rises Causing Shearing and Compression

## Comparison of Hip Rotational Velocities



World Scientific Congress on Golf @ St. Andrews, Scotland Presentation



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This story idea is presented by Peter Fox, and Graves Golf. Peter's media expertise includes a stint as the Founding Executive Producer of ESPN, responsible for introducing weekday golf to American television. Peter and Todd Graves have worked extensively producing videos and books about the advantages of Moe Norman's Single Plane Golf Swing.

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For more information on this and other story ideas about the Single Plane Golf Swing and Graves Golf please contact Peter Fox:

Peter Fox / Graves Golf  
Tel: 919 408 9648  
[PeterF@gravesgolf.com](mailto:PeterF@gravesgolf.com)

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