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**Association for Applied Sport Psychology Honors World Golf and
LPGA Hall of Famer Annika Sorenstam**

Indianapolis, IN (September 7, 2017) – World Golf and Ladies Professional Golf Association (LPGA) Hall of Famer Annika Sorenstam has been awarded the Performance Excellence Award by the [Association for Applied Sport Psychology](#) (AASP)—the leading association for sport psychology professionals. Presented at AASP’s [32nd Annual Conference](#) in Orlando, the award recognizes individuals who embody exemplary psychological principles associated with performance excellence as demonstrated through consistent achievement, merit or leadership over the course of their career.

Sorenstam follows in the footsteps of inspirational athletes such as National Football League Hall of Fame kicker Morten Anderson, Women’s National Basketball Association champion Sheryl Swoopes and endurance swimmer Diana Nyad.

“We are excited to honor Annika Sorenstam for her contribution to the field of performance excellence,” said Angus Mugford, AASP President. “She demonstrated an outstanding level of success and commitment to her game throughout her career. Inspiring a generation, she’s impacted people across the world, not just to play golf, but also understand what it takes to excel in your chosen profession.”

Regarded as the greatest female golfer of all-time, Sorenstam rewrote the LPGA and Ladies European Tour record books and permanently altered the way women’s golf is played, viewed and covered. Over her 15-year career, she amassed an astounding 89 worldwide victories, including 72 on the LPGA and 10 Major Championships. She holds a record number of Rolex Player of the Year awards (eight) and Vare Trophies for the lowest scoring average in a season (six) and is the only female to break 60 in an official event, earning the nickname, “Ms. 59.” Most notably, Sorenstam was the first woman to play in a PGA Tour event since 1945, joining the men at the 2003 Colonial Invitational in Fort Worth, Texas. Upon retirement, she created the ANNIKA Foundation to teach children the importance of living a healthy, active lifestyle through fitness and nutrition.

“It’s an honor to be recognized by the Association for Applied Sport Psychology,” said Sorenstam. “I have always prided myself on being focused and mentally prepared. Whether it is golf, other sports, business, or with family, it’s crucial to harness the power of the mind to

achieve your goals.”

Sorenstam will also be a keynote speaker at the conference, sharing insights about her professional career and how she and other players utilized sport psychology while on tour. She will discuss how the “mental game” is approached differently by today’s golfers and her use of mental conditioning to produce peak performance at her academy and as the European Captain of the Solheim Cup team.

AASP’s Annual Conference runs October 18-21 and will be held at the Hilton Orlando Lake Buena Vista in Orlando, Florida. For more on the conference, including keynote speakers and awards, please visit www.AppliedSportPsych.org.

About Association for Applied Sport Psychology (www.appliedsportpsych.org)

Founded in 1986, the Association for Applied Sport Psychology (AASP) has been the preferred organization for sport psychology consultants and professionals who work with athletes, coaches, non-sport performers (dancers, musicians), business professionals, and tactical occupations (military, firefighters, police). AASP currently has over 2,400 members in 50 countries worldwide, with backgrounds in a variety of areas including sport science, social work, counseling and clinical psychology. Follow AASP on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

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