



WORKING TOGETHER

MONTHLY E-NEWSLETTER OF THE PROFESSIONAL GOLFERS' ASSOCIATIONS OF EUROPE



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PGA Professional Championship of Europe at Pravets

Tournament's 'Massive Impact' in Bulgaria

The PGA Professional Championship of Europe hosted by Pravets Golf Club at Pravets Golf and Spa, created 'a massive impact' in Bulgaria and beyond when the 72-hole strokeplay tournament was launched at an official ceremony recently.

In the region of 40 National and local press, radio and TV commentators turned out in force at the press conference in order to give the PGAs of Europe's blue riband tournament, to be re-introduced after a six-year absence in October 2011, widespread coverage across the country and into other neighbouring regions.

Such is the importance of the staging of this European professional championship to a country with a

deep desire and intent to build both a strong golf culture and tourist industry that the launch was combined with meetings of Bulgaria's leading political figures, including the **Prime Minister Boyko Borisov**, who has agreed to be the Patron of the event and other sporting dignitaries.

These included Stefka Kostadinova reigning President of the Bulgarian Olympic Committee, world record holder at the high jump, one of the country's greatest Olympians and the Minister for Education and Sport, Svilen Emilov Neykov, a champion rower who also coached his wife Rumyana to become 2008 Olympic Gold Medallist.

While Bulgaria has been for several years carefully creating a golfing culture, the acceptance of the

sport into the Olympic Games has raised the bar dramatically in terms of its profile and priority status in government and sporting circles.

The staging of the PGA Professional Championship of Europe at Pravets Golf and Spa, who were represented at the launch by Lachezar Todorov, CEO of the owners and Keith Haslam, Managing Director of Braemar Golf, Pravets golf management company, accompanied by Ian Randell, the PGA of Europe chief executive, is to raise interest in the game nationally and golf tourism internationally... and all the signs were positive beyond the most extravagant expectation.

"It was crystal clear that golf, especially with the 'Olympic' label that it now carries, has taken on a



whole new importance there," said Randell. "Certainly the launch of the championship made a massive impact in their media, and this was confirmed by the coverage that has been achieved."

All the signs are that Bulgaria will use the occasion as a launching pad to press on into the future. "The Ryder Cup European Development Trust has supported their junior development programmes for the last three years



and this along with a structured talent identification and structured pathway are being put into place designed to ensure that in the not-too-far-distant future they have a player or players on the European Tour and in the Olympics and that more and more of their population take up the sport," Randell added.

"The fact that we can support them in their plans, that our Central Zone meeting took place there and that we have both the PGA Professional Championship of Europe to be staged at Pravets next year along with Pro-Ams at BlackSeaRama and

Pirin in the current year, seems to me to get to the very heart of what our association is about."

"We are dedicated to helping our member countries to help themselves. Bulgaria is the latest outstanding example of how effectively all these things can dovetail together in order to put an emerging nation on the golfing map.

"Hopefully other young golfing countries will look at what is happening in Bulgaria and ask themselves if there is any reason why they shouldn't follow suit."

PGA OF BRAZIL

The 34th instalment of a series that takes a random look at each member PGA.

Growth-by-Education Plan Gaining Momentum

A hunger for PGA-based education in South America's largest and most populated country has the potential to make the home of Pele and some of the world's greatest footballers, a breeding ground of equally superlative golfers in years to come.

With the Olympic Games now a new and alluring stimulant to achieve success in the sport, the prospect of such individuals emerging from the massed populations around the main centres such as the capital city, Brasilia along with Rio de Janiero, Sao Paulo and elsewhere, must be immense in this fifth largest country in the world.

The word 'Brazil' conjures up many images in the minds of people around the world... from coffee and nuts to football on the beach... from exotic Latin American music to lithe and lovely ladies... the Girl from Ipanema maybe!... from rain forests to mystical mountains.

But 'Golf'? We don't think so...

And yet, it seems, we will have to think again. Much has been going on across the Atlantic for some little time now and when the PGA of Brazil took the decision in 2007 to join the PGAs of Europe, based nearly 6,000 miles away, it was part of a strategy to encourage more and more members of their one hundred and ninety million population to play the game.

The fact is that golf is not a 'new' sport to minority sections of that massive Brazilian population. The first course was created there more than a hundred years ago and the amateur Federation has fielded teams in R&A international competitions for more than 50 years.

It was when the Federation sought aid from The R&A, under the Golf Development joint initiative scheme with the PGAs of Europe that Tony Bennett, now our Director of Education, began a series of visits to them as a consultant/tutor and their strategy of growth via education gained a meaningful momentum.

So will there be a Brazilian golfing icon one day to compare with football's Pele on the world sporting stage?

A somewhat tall order that, so early in the country's formative years. But now, as its PGA prepares to celebrate its 40 year milestone in September 2010 its members can be proud to feel that they are encouraging at least some of their young people to experience golf as an alternative to, or an addition to, the country's great obsession with a bigger ball game.



40th Anniversary Ambition? Our Own Golf Centre, P-l-e-a-s-e...!

In order to strengthen its ambitions to create a truly effective golf education structure, the PGA of Brazil has made representations to the São Paulo State Administration and the Federal Administration to seek support for the construction of a Brazilian Golf Centre for the PGA to run.

So far talks have been positive and have led to the seeking of a suitable site. Although the PGA lacks the necessary financial resources for the proposed project, they are being supported in the concept by some leading companies and institutions.

For any necessary guidance in its development they would consult the PGAs of Europe... further proof of the importance they place on their transatlantic link especially on the subject of educating high quality teachers and coaches. Their main goal, they stress, is

to constantly raise the standard of their own professionals.

Tony Bennett was recently in Brazil, again, for one of his programme of Golf Development visits, a contact that their PGA regards as having further confirmed to them the value of the PGA brand. Here are the details of a conversation TB had for this issue with the president, Antonio Nascimento, and Pedro Ostrand, the Education co-ordinator.

TB: What prompted your decision to join the PGAs of Europe?

Answer: Our main goal has always been to better qualify the Brazilian professionals and to provide a higher standard, for players and teachers alike. The PGAs of Europe has the knowledge, and is a reference point on this subject, especially regarding the qualification of teachers.

TB: So has membership helped the PGA of Brazil?

A: Yes it has. Obviously, our best benefit has been the Golf Development visits we have received and the teaching that has been given to us. It has also been beneficial for the professionals, as the brand 'PGA' is recognised by all Brazilian golfers, especially after we became members of the PGAs of Europe.

TB: Do you have any particular difficulties in making progress?

A: Brazilian golf is becoming more visible with better professionals and coaches being sought by the amateurs for lessons. But our main difficulty is in not having our own training centre. Having the 2016 Olympic Games ahead of us might be helpful. São Paulo is the largest business and tourist destination in Brazil with 1.7 million visitors arriving monthly to our international airport. We do not have a regular public course for them to use so that is a reason why we are talking to the authorities about creating a Brazilian Golf Centre, to be administrated by the PGA.

TB: How is your relationship with the Federation / Confederation?

A: The relations with our Confederation (CBG) and regional federations are excellent. All of them have technical support from PGA professionals. Our President, Mr. Antonio Nascimento is part of the Confederation Board, as director of the Professional's department.

TB: How many trainees do you have now?

A: We have 50 Brazilian professionals attending our 1st year and 10 in the 3rd and final year of the qualification programme.

TB: While you strive to create a training centre, what academy facilities exist for you?

A: We use the facilities of the state of São Paulo Federation for this purpose at the moment but we really need to have our own centre created for that purpose and we would consult the PGAs of Europe for any advice that we may need.

TB: Is an interest growing in golf among the general public?

A: Yes. People have been watching international tournaments on cable TV channels, such as Golf Channel and ESPN. The PGA has been part of sport incentive events staged in São Paulo, getting the general public in contact with the game. The golf schools, at the Brazilian golf clubs, are certainly the main entrance door to the sport in our country. We believe we can introduce and spread golf for more people when we have our own training facilities.

TB: With football being Brazil's great passion, how difficult is it to get young guys and gals to try golf?

A: We see the problem in a different way. We believe that young people have a very limited access to golf courses. A child's talent can be stimulated in any kind of sport, as long as the professionals really embrace their profession as educators. In this way our qualification programme can greatly improve our PGA professionals' capacity to deal with children. And then we hope we can attract the highest possible talents to the game.

TB: Are there more courses being built?

A: Yes, but most of them are being built privately. We really hope we can build our PGA of Brazil golf course, increase the number of players and to have an open, and well run facility, for the golf tourists visiting our country. It would be very special if we can start this project this year, when the PGA of Brazil is celebrating 40 years!

If, and when it comes about the PGAs of Europe will be ready with any consultative advice they may seek.



PGA of Brazil

The Facts

(Founded: 1970)

President: **Antonio Nascimento**

Office Contact: **Claci Schneider**

Education Co-ordinator: **Pedro Ostrand**

Members:	234
Players:	25,000
Facilities:	107

TOURNAMENTS

Aegean Airlines Pro-Am Attracts an International ABC of Entries

Some 192 professional and amateur golfers from 18 countries will contest the 5th Aegean Airlines tournament on the The Dunes Course, Costa Navarino, Messinia, Greece, from June 3-5.



In what could be the most cosmopolitan field ever assembled for a PGAs of Europe-endorsed Pro-Am, there are teams of four from such diverse countries as **USA, Egypt, Serbia, Cyprus** and the **United Arab Emirates** as well as right across the continent including **Scandinavia**.

A sell-out as always, as the regulars return year after year, to be joined by new ones who have heard of its success, there will be more than 40 teams competing at the magnificent new resort with a change of format. This year it comprises 36 holes as a conventional pro-

am and a final 18 holes when the pros split from their teams in order to make an individual charge for their share of the prize fund.

Just like Turkey's Beko Classic when it was a trend-setter some ten years ago, the Aegean Airlines event

is a role-model for other countries who can see the potential of a PGAs of Europe-endorsed tournament as a shop window for attracting tourism and raising their golfing profile.

The Aegean Airlines 2010 tournament boasts what amounts almost to an international ABC of nationalities: **Austria... Bulgaria... Croatia, Cyprus... Egypt, England... France... Germany, Greece... Holland... Italy... and on to Norway... Portugal... Serbia, Scotland, Sweden... United Arab Emirates & USA.**

During a period when Greece is undergoing a tough time economically, the staging of such a popular tournament in its majestic new home, to illustrate the potential of golf as a tourist attraction, could be regarded as a master stroke in public relations terms.

Forecasting a likely winner is fraught with difficulty except to say that **Paul Nilbrink** is defending. Born in the UK of Swedish parents, he was brought up in Sweden, attended Central University, Florida, USA, where he lived for a period before moving back to Sweden, marrying a Norwegian girl and settling in Norway ten years ago... a truly international winner of a truly international event.

For PGA professionals like Paul these events are pure gold.



NEWS

Who Can Conquer the 'New' Wentworth? Simon Khan...!

Simon Khan is pictured as he joins the list of those PGA professionals who have appeared in PGAs of Europe events earlier in their career before becoming highly successful full-time tournament players as he accepts the BMW Championship trophy at Wentworth, UK.

Simon's fourth-round 66 over the re-vamped and more challenging West course, for the first prize of €750,000, completed the greatest final-day come-back in the history of the tournament, and it was achieved despite his having gained entry by invitation only as recently as three days before the start of the event.

The 37-year-old, who was a friend and contemporary of Ian Poulter when they were trainee PGA professionals, faced an uncertain future when he had to go back to The European Tour Qualifying School last November but he has now leapt from a position of 471 in the world to take on board a whole series of benefits including entry to next month's Open Championship at St Andrew's.

Khan was one of the England trio in the PGAs of Europe International Team Championship at Atalaya Park, Costa del Sol, Spain, in 1998. That same year Damien McGrane was in the Irish team and he, also, went on to become a successful full-time tournament pro.

NOTE: The European Tour and BMW announced a four-year extension to their partnership for the Championship, The European Tour's flagship event, to continue to be played at Wentworth through to 2014.

New Website Launched... Click on & See!

The PGAs of Europe website, www.pgae.com has been upgraded and re-launched to provide a more up-to-the-moment style of on-line service for member PGAs and their member professionals.

In order to thoroughly widen the scope of the site, and to make a visit more rewarding and informative experience, a whole host of new features have been added including a facility for video clips and inter-active initiatives.

Golf instruction... golf business advice... destination details and ideas.... information for member PGAs... links to member countries, business partners and useful golfing bodies... news, views, comment, debate.... report and previews of PGAs of Europe events.... it's all there.

But don't take our word for it.... click on and see for yourself – www.pgae.com

Five Bids Now Under Scrutiny for Ryder Cup 2018

The five nations competing to stage the 2018 Ryder Cup, on mainland Europe, have submitted their applications to the Bid Committee of Ryder Cup Europe who now have the scrutiny part of the process underway in order to announce the selected venue in April 2011.

With Sweden, one of the original six countries who expressed a desire to compete, having subsequently withdrawn, the final choice has to be selected from the strong and detailed bids that have now been placed by France, Germany, Netherlands, Portugal and Spain.

Each of the competing nations was visited by Ryder Cup Director, Richard Hills, accompanied by David MacLaren, Ryder Cup 2018 Bid Coordinator and Edward Kitson, Ryder Cup Match Director on a whistle-stop tour to endorse the five Official Bid Submissions. Afterwards Hills commented: "We have been deeply impressed by the level of commitment, professionalism and passion of the bidding nations."

France were the first of the five to present their Submission Document when a delegation from the French government and the French Golf Federation handed over the Bid Document at the Senate building in Paris at the end of a two-day visit.

Gérard Larcher, President of the Senate, Rama Yade, Minister for Sport and Tourism and French Federation President, Georges Barbaret, were joined by French Ryder Cup players, Thomas Levet and Jean Van de Velde to throw their weight behind the proposal to stage the Matches at Le Golf National, Versailles, home of the ALSTOM Open de France on The European Tour.

Holland celebrated the country's Queen's Day Holiday by becoming the second of the five to present their Bid in Rotterdam at the historic Royal Row & Sail Society on the banks of the River Maas. A 30-strong gathering witnessed the first electronically-produced Bid Document presented by Leen Zevenbergen, Chairman of the Dutch Ryder Cup 2018 Advisory Board; Peter Bakker, Chairman of the Supervisory Board, and Loes van Ruijven, the Mayor of Lingwaal.

The Bid Committee also paid a visit to The Dutch, a new inland course currently under construction 45 minutes from both Rotterdam and Amsterdam designed by 2010 Ryder Cup Captain, Colin Montgomerie, in collaboration with European Golf Design.

Portugal made their bid during an impressive ceremony in Lisbon when Hills took delivery of the Portuguese dossier at the Portugal Pavilion, site of the Expo 1998 exhibition, from a delegation including José Viera da Silva, Portugal's Minister of Economy, Innovation and Development and Laurentino Dias, Secretary of State for Sports and Youth.

Both government officials spoke eloquently about the Portuguese bid along with fellow top-table delegates Manuel Pinho, the Bid Chairman; Manuel Agrellos, President of the Portuguese Golf Federation and Past President of the PGAs of Europe, and Manuel Fernando Espírito Santo, President of Riofote and Herdade da Comporta, the selected site for the proposed staging of 2018 Matches.

The Evaluation Panel also visited the golf course, situated close to the spectacular coastline 45 minutes' drive south of Lisbon.

Germany presented their official bid at the Bavarian State Chancellery building in Munich with Siegfried Schneider, Minister of State and Head of the State Chancellery, and Norbert Löhlein, Chairman of the Supervisory Board and President of the Bavarian Golf Federation, handing over the document.

The Evaluation Panel then spent time at Wittelsbacher Golf Club on the Rohrenfeld Estate close to the picturesque town of Neuburg an der Donau just an hour's drive north of Munich, where Germany would stage the Matches if successful.

A strong delegation of officials from the RC Deutschland 2018 bid team were in attendance there as His Royal Highness Duke Max in Bavaria, President of Wittelsbacher Golf Club, addressed the audience in the existing clubhouse before the party took a tour of the projected new course and nearby hotel complex.

Erwin Langer, Chairman of the Advisory Board read a letter strongly endorsing the German bid from his brother, two-time

Masters Champion Bernhard Langer, who was unable to make the trip to Germany due to playing commitments in the United States. Also present at a function at the splendid neoclassical Prinz Carl Palais in Munich was former Bayern Munich and German international goalkeeper, Oliver Kahn, one of the bid's ambassadors.

Spain officially added their name to the race by submitting their Bid presentation over two days of intense activity in the capital of Madrid. HRH Prince Felipe of Asturias, son of the Madrid bid's Honorary President, HRH King Juan Carlos, hosted the occasion at the Royal Palace in the absence of his father, who was unable to be present after undergoing surgery last week.

The Madrid 2018 bid was backed also by Seve Ballesteros, one of Europe's greatest Ryder Cup figures, who lent his considerable support for the city's Ryder Cup quest. The five-time Major Champion and Patron of the Madrid bid, joined fellow European Tour winners Miguel Angel Jiménez and Miguel Martin and other prominent dignitaries.

The Evaluation Panel were guests of a delegation, led by Gonzaga Escauriaza, President of the Royal Federation Española de Golf (RFEG) who visited a green field site north of the city, Tres Cantos, which is Madrid's chosen location for a European Golf Design Ryder Cup course.



RYDER CUP EUROPEAN DEVELOPMENT TRUST

How France Pursues its Inner-City Golf Scheme

Aided by the support of a grant from the Ryder Cup European Development Trust, France is pursuing a wide-ranging scheme, targeted largely at inner-city children, to promote golf by creating new courses and providing a golf education programme.

The scheme was inaugurated in 2003 by PGA professional Bill Owens, businessman, Patrick Wallaert, owner of four golf courses around Paris, and Alexis Godillot, a French and European golf champion with the aim of developing the sport across the country with the launch of the Association pour le Développement du Golf Éducatif (ADGE).

Among the ambitious features of the long-term programme is that of creating courses for the general public at affordable cost in a country that, they believed, saw golf as being 'only for the privileged few' and in which 'pay-as-you-play facilities in close proximity to town centres are few and far between'.

Also to take golf tuition to inner-city children in an easily-understood way and to generally introduce the sport to new generations...a most timely concept as France waits to hear in 12 months time whether it has been selected to stage the 2018 Ryder Cup as one of the five bidding nations.

A recent symbol of the outstanding success of the far-reaching project was, with the support of the PGA of France and the French Golf Federation, the opening on May 26 of a course and teaching facility (or 'L'Inauguration du Parcours Éducatif') at Choisy-le-Roi, with golf course, teaching facilities and 15-bay driving range.

As ADGE puts it: 'We are convinced that golf can change behaviours and mentalities... in township areas to improve school climate and social cohesion'. As part of the scheme more than 300 physical education and primary schoolteachers have been trained to help introduce golf to their pupils by using appropriate equipment for young beginners.



European Ryder Cup Team
'As It Stands'
1st June 2010

1. LEE WESTWOOD – England
2. RORY McILROY – Northern Ireland
3. IAN POULTER – England
4. LUKE DONALD – England
5. ROSS MCGOWAN – England
6. MARTIN KAYMER – Germany
7. SIMON DYSON – England
8. FRANCESCO MOLINARI – Italy
9. ALVARO QUIROS – Spain



A Peak Challenge for Ping's Intrepid Seven

Employees at Ping have found a novel way of supporting an essential charity in the UK's spectacular Lake District... they are to mix sponsored climbing and golfing as part of the Ping Lakeland Golf Challenge at Keswick GC on Sunday June 20 to raise funds for the Lake District Search and Mountain Rescue Association.

The golf tournament will feature a shotgun start at 2.30pm for 20 teams of four in a Texas Scramble format. But, well ahead of the start - and in a true test of endurance - a group of seven from Ping will have set off in the 'very early hours' to play 18 holes at Eskdale Golf Club before walking to Keswick Golf Club, and aiming to arrive in time for the shotgun start.

The mammoth trek involves in excess of 35 miles of Lakeland fell walking and over 10,000 feet of climbing via Scafell Pike (highest point in England) and Helvellyn (3rd highest point in England) along with several other peaks along the way.

"And, just to make it more interesting, we will each be carrying a full set of golf clubs the whole way.." say Ping's Intrepid Seven.

If anyone wants more details and wishes to make a donation please go to www.justgiving.com/Lakeland-Challenge

Ken Schofield Hails Coaching Standards as 'Pivotal to Player Success'

Ken Schofield, PGAs of Europe director, past president, and former European Tour executive director, has hailed the standard of PGA coaching as pivotal to the success being enjoyed by UK and European players on the world stage.

The widely-experienced Scot delivered a glowing endorsement of the PGA's coaching programmes, (conducted under PGAs of Europe Education Committee guidelines) after Northern Ireland's Rory McIlroy returned to the world's top 10 following a brilliant victory in the USA's Quail Hollow Championship with a 10-under par 62.

Schofield paid tribute to the skills of PGA professionals during a panel discussion at the London Golf & Tennis Show which also saw a team of PGA pros deliver nearly 300 free lessons over the three days. "My mentor was the great John Jacobs who many regarded as Dr Golf," said Schofield.

"In the last decade with the increased success of our players, in particular now with

the English players, John Jacobs feels it is due to the wonderful level of the PGA coaching programmes and I echo that completely. In recent years I've been lucky enough to attend the PGA Graduation Day and it is inspiring to see the graduates coming through the PGA's teaching and educational programmes.

"I think they give all golfers, whether new, young or emerging golfers, the chance to enjoy the game much more and perhaps more importantly for the elite in the game, they are equipping them with the basic technique that will stand up to the challenge of international competition."

Schofield added: "When we heard last year that golf would be back at the Olympics my feeling is that all the Olympic golfers, whether men or women, will be coached by a PGA professional. I'm not sure any other sport will have one body responsible for getting all the athletes to that standard which is quite a tribute to the PGA."

Top Coach Denis Pugh Joins Golfbuddy

GOLFBUDDY, a global leader in golf GPS rangefinders and Corporate Partners of the PGAs of Europe, has appointed the renowned European Tour coach, Denis Pugh, as a brand ambassador.

Denis, currently coach to World Cup Champions from Italy, Francesco and Edoardo Molinari and a former coach of eight time European tour Order of Merit winner Colin Montgomerie, will be the face of GolfBuddy as it continues its successful European and global expansion with the launch of a new top-of-the-range product this summer.

The PGA Master Professional and Sky Sports presenter is one of the world's most recognised and successful coaches and joins USA Master Professional Rick Smith - who has coached many leading players including 2010 Masters champion Phil Mickelson - on the GolfBuddy team.

"I'm delighted to be working with GolfBuddy. I consider GolfBuddy GPS rangefinders a must-have accessory for any teaching professional because they provide such accurate distance measurement," he said. "Helping golfers to know how far they hit each club and to understand the importance of course management is made so much easier with the use of a GolfBuddy."

"GolfBuddy is great company with a fantastic new touch-screen model being launched this summer which promises to make GPS rangefinders an even more important part of any serious golfer's equipment."

Announcing the appointment, GolfBuddy European general manager, John Ennis, said: "To have the endorsement of one of the world's most successful golf coaches underlines just how highly-rated GolfBuddy's GPS rangefinders are within the golf fraternity."

"Over the past 18 months we have grown the business considerably as increasing numbers of golfers turn to our products, which

offer 'fee-free' GPS - there are no annual subscription charges or course download fees.

"Denis Pugh is a fantastic addition to the team. Using GolfBuddy GPS rangefinders is a definite way for golfers to improve their scores and we are delighted to have a coach of Denis' stature on board to help get that message across."

GolfBuddy currently has two models available across Europe - the GolfBuddy Tour and GolfBuddy Pro. These will be joined in July by the company's most powerful rangefinder to date, a 40,000 course memory model featuring a touch screen.

GolfBuddy has rapidly become the leading golf GPS choice for Golf Professionals Shops across Europe.

Information: www.gpsgolfbuddy.eu.

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Golf Pride No.1 Grip at The Players Championship

Golf Pride grips, the world's No. 1, were used by 83 percent of all players at the Tour Players Tournament at Sawgrass in Ponte Vedra Beach, Florida USA in early May.

A leading survey noted that 120 of the 145 players had Golf Pride grips on the majority of clubs in the bag, with 67 players using the Golf Pride Tour Velvet® model. Additionally, 24 players used the high-performance and colourful Golf Pride New Decade™ MultiCompound grip models.

"The fact that so many professionals entrust their game to Golf Pride at such an important tournament reinforces our leadership in the grip category," say PGAs of Europe Corporate Partners, Golf Pride.

Contact: Conor Dillon (Golf Pride) Tel: 01778341555, e-mail: conordillon@eaton.com or James Lovett (Golf Marketing Services) Tel: 01438 718399, e-mail: james@gmsgolf.co.uk

Glenmuir's New Polo 'a classic'

Glenmuir's long-standing reputation for producing high-quality, classically-styled golf shirts has revealed itself again for Spring/Summer 2010 with the new 'Irvine' polo.

Forming part of the leading golf apparel company's impressive and brand new Men's 1891 Classic Collection, the 'Irvine' combines classic, sharp lines with contemporary horizontal stripes.

Additional features that provide instant appeal to golfers looking for a lightweight, comfortable shirt, include a soft-feel 100% combed cotton fabric, cotton elastane collar with a contrast colour underside and three combinations - Stone/Blue/White, White/Lilac/Raspberry and Paradise/Charcoal/White.

Vented sides, a three-button placket and the distinctive Glenmuir 1891 embroidery on the right sleeve make the 'Irvine' a great choice for golfers who want to look sharp on the course without reverting to athletic-fit, performance shirts.

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