



MEDIA RELEASE

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First-Ever World Club ProAm To Be Staged In South Africa

The announcement by the PGA of South Africa to host the first-ever World Club ProAm has been met with enthusiasm as countries, golf clubs, PGA professionals and amateur golfers prepare to compete for the inaugural World Club ProAm title. The tournament is set to become a highlight on the international golfing calendar with a total prize and appearance fee fund of US \$350 000 (that includes a minimum US \$1 000 appearance fee) and a unique format of 90-holes of golf played across KwaZulu-Natal's premier championship courses.

The official launch, at the 2012 Annual PGAs of Europe Congress in Portugal, received the full support of all member countries of the PGA's of Europe. However, the initial tournament dates scheduled for March this year had to be re-scheduled to 15 – 22 February 2014 to accommodate the large number of requests from international professionals for additional time to make travelling arrangements in order to participate.

CEO of the PGA of South Africa, Ivano Ficalbi, said, "Based on the response received to date, we believe this tournament will become the largest World Club ProAm. To make this happen the PGA of SA has enlisted the expertise of The Flagship Group, who we rate as the leading sports innovators and marketing agency in the country with a number of key sporting brand achievements under the belt that include the Sharks, Proteas and world events such as the ICC Champions Trophy in cricket, World Golfers Championship and soon basketball. We are further confident that the five selected KZN championship courses and our renowned South African hospitality will bring a deserved and distinguished reputation to the inaugural launch".

Craig Clay-Smith, Managing Director of The Flagship Group, comments, "The uniqueness of the tournament is that with the help of stakeholders, sponsors and innovative partnerships, we have managed to structure an all inclusive package for the ProAm 4-ball that sees the club professional travelling and entering free into this event. All registered PGA club professionals are invited to enter and identify three



amateur golfers with official handicaps at their home club, who will make up the entry as prescribed for their entry region."

There are two competitions that will be played simultaneously. The professionals compete in an individual stableford championship and the team in a ProAm 4-ball alliance.

Andy Bean of the PGA of SA, who is credited for planting the seed that led towards the creation of the World Club ProAm, explains further, "With no cut at any stage for either competition, the very last shot played and putt sunk could still guarantee a place on the podium, so every single player and team has a chance to walk off with the spoils."

The winning PGA Professional will walk off with US\$33 000 in prize money and the winning 4-ball will claim the coveted inaugural World Club ProAm team trophy along with daily prizes and give-aways. The runner-up, third and through to the tenth finishing 4-balls all win permissible prizes. There is also a car up for grabs for a hole-in-one for both professionals and amateurs, under a new ruling.

The entry includes a full golfing package, plus seven nights 4-star accommodation sharing, meals and three 5-star gala events. Entries per world region are limited and any region that is oversubscribed will go onto a waiting list to fill spaces not taken in other regions on a first come basis.

"Entries are now open and the field is filling up quickly. We advise the professional players to register their three amateurs to make up a team as a matter of urgency to avoid disappointment," concluded Beverley Theron, Event Management Director.

For further information and to enter, visit www.worldclubproam.com

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