



the **FLAGSHIP**
GROUP

MEDIA RELEASE

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World Club ProAm Set for 2nd Tee-Off

It's "all systems go" for the second hosting of the PGA of South Africa | Mercedes Benz World Club ProAm which swings into action from 14 – 21 February in KwaZulu-Natal. The tournament will welcome local and international PGA Professionals and their amateurs to take a shot at this year's title, which will be played with no cut over 90-holes of Durban's finest golf courses – Durban Country Club, Prince's Grant Golf Estate, Mount Edgecombe Country Club, Zimbali Country Club and Cotswold Downs Golf Estate.

"There's a lot to get excited about with the trophy and title back on the table, another lucrative prize pool of US\$210 000 and a provision to pay PGA Professionals that don't make the prizes a US\$1 000 appearance fee, plus two luxury Mercedes-Benz SLK 200 vehicles, valued at over R1.2 million for the hole-in-one professional and amateur prize," explains Event Management Director, Beverley Theron of Flagship Events.

Chief Executive of the PGA of South Africa, Ivano Ficalbi, said, "Following the success of our inaugural tournament last year, we are looking forward to the second hosting of the only world championship for PGA Professionals and amateurs, endorsed by the PGA. The unique formula of playing five different championship courses, each with varying challenges, over five consecutive days has proved to be a winning concept. Golfers can expect another first-class tournament both on and off the course, which has been made possible with the support of our elite sponsors Mercedes Benz, Tsogo Sun, TaylorMade, Tourism KwaZulu-Natal, Business Report, African Crystal and Aqua Mice for our transport and logistics".

Beverley Theron concludes, "As the event awareness grows around the world and is endorsed by the 10 International PGA Alliance partners to over 54 000 PGA Professionals and their amateurs, we have great belief in it becoming a major global event and tourism driver for the province of KwaZulu-Natal and South Africa for years to come".

For more information on the tournament, visit www.worldclubproam.com

Ends.

Released By:

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