

**FOR IMMEDIATE RELEASE**

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**FOR INFORMATION**

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**CHAMPIONS RETREAT ANNOUNCES SECOND ANNUAL GOLF TOURNAMENT  
BENEFITTING BIRDIES FOR THE BRAVE**

Evans, GA. – Heritage Golf Group, a boutique owner and operator of premier private, resort and daily fee golf properties across the U.S., is proud to announce that Champions Retreat will host a Golf Tournament benefitting *Birdies for the Brave*® on Monday, November 7, 2016. This year's event marks the second anniversary of Champions Retreat Golf Tournament benefitting *Birdies for the Brave*. The charity provides much-needed support to members of the United States Armed Forces and their families and is a primary element of Heritage Golf Group's philanthropic endeavors. Since 2008, Heritage Golf Group has raised over \$3 million for *Birdies for the Brave* hometown groups.

**WHEN:** Monday, November 7, 2016  
10:00am – Registration & Range Open  
11:00am – Opening Ceremonies & Announcements  
12:00pm – Shotgun Start on Bluff & Island Courses  
Immediately Following Play – Dinner & Awards in the Grille House

**WHERE:** Champions Retreat | 37 Champions Parkway | Evans, GA 30809

**WHAT:** Champions Retreat will host a 4-person team including active duty military scramble tournament. There will be an official send-off of the players starting with the Opening Ceremonies and Announcements followed by the National Anthem and ending with a shotgun start at 12:00pm. Representatives from *Birdies for the Brave* hometown groups will be on-hand to share personal stories and experiences. Champions Retreat is still accepting direct donations to hometown groups.

**WHY:** Proceeds from this event benefit military hometown groups that are supported by PGA TOUR players, including:

- Special Operations Warrior Foundation ([www.specialops.org](http://www.specialops.org))
- Homes for Our Troops ([www.hfotusa.org](http://www.hfotusa.org))
- Navy SEAL Foundation ([www.navysealfoundation.org](http://www.navysealfoundation.org))
- Operation Homefront ([www.operationhomefront.net](http://www.operationhomefront.net))
- Military Warriors Support Foundation ([www.militarywarriors.org](http://www.militarywarriors.org))
- Green Beret Foundation ([www.greenberetfoundation.org](http://www.greenberetfoundation.org))
- United Through Reading ([www.unitedthroughreading.org](http://www.unitedthroughreading.org))
- K9s For Warriors ([www.k9sforwarriors.org](http://www.k9sforwarriors.org))
- Feherty's Troops First Foundation ([www.troopsfirstfoundation.org](http://www.troopsfirstfoundation.org))
- Operation Shower ([www.operationshower.org](http://www.operationshower.org))
- Disabled Sports USA ([www.disabledsportsusa.org](http://www.disabledsportsusa.org)).

**CONTACT:** Excellent photo and interview opportunities are available. For more information or to confirm your coverage of the event, please call General Manager, Cameron Wiebe at (706) 854-6999 or email [Cameron@championsretreat.net](mailto:Cameron@championsretreat.net).



### ABOUT BIRDIES FOR THE BRAVE

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Named by the White House among the top 20 charities in the U.S. that support military families, *Birdies for the Brave* is a national military outreach initiative proudly supported by the PGA TOUR, which is dedicated to honoring and showing appreciation to the courageous members of our U.S. Armed Forces and their families. *Birdies for the Brave* was created in 2006 by PGA TOUR player Phil Mickelson, whose father was a Navy fighter pilot, and his wife, Amy, to support combat-wounded veterans. The PGA TOUR subsequently adopted *Birdies for the Brave* and expanded it to include a wide spectrum of military outreach initiatives during PGA TOUR tournaments, as well as a series of fundraising events at TPCs and partner clubs across the U.S. – an effort that has raised more than \$15 million for military homefront groups that provide critical programs and services to meet the specialized needs of wounded heroes and military families. For more information, visit [www.birdiesforthebrave.org](http://www.birdiesforthebrave.org).

### ABOUT CHAMPIONS RETREAT

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Champions Retreat ([www.championsretreat.net](http://www.championsretreat.net)) is a 27-hole private golf club located just minutes from the golf capital of the world, Augusta, Georgia. This championship golf course brings together, for the first time, three of the greatest names in the game, Arnold Palmer, Jack Nicklaus and Gary Player. Three great golf legends came together and each set out to design nine signature holes of championship golf on a masterful course. The courses are sculpted from the foundation of more than 365 faultless acres of skyward Georgia pines, long-standing hardwoods and numerous wetlands along the great Savannah River. Celebrating simple, honest rustic charm, Champions Retreat provides the ultimate private golf retreat experience with distinguished amenities like luxury Golf Cottages and a private, natural setting. Champions Retreat embraces the true spirit of southern hospitality with warm hearts and a genuine smile, daring to be curious and creative while exploring the possibilities.

### ABOUT HERITAGE GOLF GROUP

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Heritage Golf Group ([www.heritagegolfgroup.com](http://www.heritagegolfgroup.com)), established in 1999, is an innovative, industry leading hospitality company and owner/operator of premier private, resort and daily fee golf properties spanning Florida, South Carolina, Georgia, Virginia, and Texas. Guided by the principle of evolving the private club and golf business experience to the highest level, each individual club's amenities and operational systems are tailored to augment their one-of-a-kind assets. With a commitment to delivering memorable experiences to its members and guests, the company is constantly expanding their team of experts in operations, golf, culinary, lodging, fitness, agronomy and special events. Backed by the financial strength of Tower Three Partners, an operationally oriented private equity firm, Heritage Golf Group is uniquely poised to expand through the acquisition of a tightly focused and selective group of first-class clubs. Under the leadership of Davis Sezna (CEO, Partner), Heritage Golf Group embodies the cutting edge of tradition.

For more information about Heritage Golf Group or any of the Clubs in The Heritage Collection, please visit [www.heritagegolfgroup.com](http://www.heritagegolfgroup.com), email [info@heritagegolfgroup.com](mailto:info@heritagegolfgroup.com) or call (980) 430-8800.

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