



**IMMEDIATE RELEASE**

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**QUAIL CREEK CC HOSTING FLORIDA WOMEN'S OPEN AND SENIOR OPEN, AUGUST 10-12. PURSE OF \$50,000. DEADLINE FOR ENTRIES: JULY 18.**

(NAPLES, FL). – Quail Creek Country Club, which is completely redesigning its golf and tennis facilities as it introduces a state-of-the art, holistic approach to the health and longevity of its membership, will be hosting the Florida Women's Open and Women's Senior Open, Aug. 10-12, 2018. Players will play at least 18 holes on each course. "This prestigious Championship will give competitors a rare opportunity to play with some of the best professionals and amateurs from around the country, allowing great players from today and tomorrow to compete together on the same turf," says Florida State Golf Association Director of Women's Golf, Jenna Walkiewicz. "We want to encourage golfers to play with the best, learn from the best, and be the best," she says.

In addition, the Women's Open and Senior Open will offer players a rare opportunity to experience the best private club in the area, Quail Creek Country Club, with its two magnificent Arthur Hills courses. The championship format will consist of 54 holes of stroke-play competition, with the field cut to the low 60 and ties after 36 holes. Each division will have a separate cut line, based on the ratio of Open players to Senior Open players at the start of round one. For the first time, entrants are not required to be Florida residents. Contact [www.fsga.org](http://www.fsga.org) for more information.



*The immaculate Quail Creek courses, designed by Arthur Hills, provides 36 holes of incredible golf.*

This autumn, Quail Creek will be investing \$18.5 million as it embarks on a new cutting-edge approach—unique in country club settings—that blends dynamic fitness training with top-level golf (and tennis instruction, all in a user-friendly, socially active environment. In this major renovation, the

entire golf, tennis, fitness and leisure operations will be interfaced under the direction of certified physical trainers working in concert with the club's PGA, LPGA and USPTA instructors.



*The new design at Quail Creek will allow teaching professionals a 180-degree view of the golf and tennis practice facilities.*

The large and well-manicured golf practice facility and short-game area (maintained by Director of Golf Courses and Grounds Kevin Leo, with 30 years' experience) will be expanded even further in the new design. Under the watchful eye of Director of Golf Mike Dero and Head Golf Professional Jon Balyeat, the pro shop will have a 180-degree viewing access of the range and tennis courts to facilitate monitoring the instruction and fitness programs.

Likewise, Quail Creek's Tennis operations, under the direction of tennis professional Jon Call, will be redesigned to include 10 Har-Tru tennis courts, one exhibition tennis court, three bocce courts, one croquet lawn and four pickleball courts. Pickleball is quickly growing in the Naples area, considered the unofficial capital of this miniature version of tennis.

Fitness Operations Manager Teri Brodie is keen on the new integrated approach at Quail Creek: "As we plan the renovated sports and fitness center to help our golf and tennis members reach their optimum improvement goals, we will be focusing not only on the latest wellness trends, but also on what has worked well for us in the past," she says. "We currently are a Blue Zones-certified Fitness, Wellness & Spa Center and have seven TRX machines, and we will continue to grow our Physical Therapy offering with a focus on Sports Medicine. TPI (Titleist Performance Institute) training will be a huge part of what we become, as well as MAT (Muscle Activation Techniques)."

"Our mission is to enable members to play better and longer at whatever sport they choose, whether that's golf or tennis or pickleball," says Quail Creek President Jim Clayton. "We've taken a very aggressive fiscal and creative approach to position the club positively for generations to come. Our vision is keenly focused on integrating—from A to Z—the fitness component with golf and tennis to address the 'whole person'—mental, physical and social." Adds General Manager and COO Don Hunter: "One of the goals at Quail Creek is to differentiate it as the best amateur/recreational player-support club in the area." Hunter expects to attract the next wave of retirees (ages 55-65) who plan to move to the Naples area. "We have found and retained some of the best experts in golf, tennis and fitness, as well as nutritional dining, and they will be working closely with each other to benefit our current and future members," Hunter says.

There are 650 Golf and Social/Sports members at Quail Creek, many of whom live on property. Early reports indicate they are excited about the new direction and future of the club.

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