



## **WORLD CORPORATE GOLF CHALLENGE FINALS**

### **MEDIA RELEASE**

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The Eden District Municipality, in partnership with Cape Town Routes Unlimited and the Knysna Municipality is proud to launch the World Corporate Golf Challenge Finals, which will be held at the spectacular Simola Golf & Country Estate in Knysna from 3 – 8 May 2011.

The World Corporate Golf Challenge Final is the biggest corporate golf tournament in the world and since its inception 16 years ago one million golfers have competed across the globe for the chance to represent their country. The World Final event currently has 22 countries participating and has been played in many distinct locations around the world, including Jamaica, Mauritius, Malaysia and Spain. The participating teams represent 2 players from each company, and the participant profile is predominantly executive management, all decision makers who are international business and leisure travellers. The participation in the national events worldwide comprises 15 000 teams around the world, and South Africa is proud to host the winners of these national events.

In a joint statement issued at Simola today, Mr Morne Hoogbaard, speaking on behalf of all the parties, announced that the Eden District is keen to establish itself as a leading golf tourism destination and hosting the Finals of the World Corporate Golf Challenge will assist greatly in this goal.

"With great weather, a beautiful location and worldclass golf courses on offer, the future looks very bright for golf in the Eden District. Golf in general is a major contributor to South Africa's tourism economy, and the Eden District has proven its capability to confidently host major sporting events, which include golf, rugby, the hosting of 3 major teams for the Soccer World Cup, cycling, running and wheelchair racing amongst others. It therefore is a natural choice for such a prestigious event".

Corporate partner Calvym Gilfellan, CEO of Cape Town Routes Unlimited said: "Hosting the 2011 World Corporate Golf Challenge in the Western Cape's Garden Route is saluting the region's status as arguably one of the most spectacular golf tourism destinations in the world. We are excited to welcome the world's best to the coastal region that boasts international awards for being the top golf destination in Africa and the Middle East.

In the tourism marketing of Cape Town and the Western Cape, especially as a destination that proudly hosts major worldclass international events, golf tourism plays a very important part – drawing a sophisticated market to our shores. In addition golf tourism increasingly benefits our local economy and communities with various golf estates offering skills programmes to children of the surrounding areas" he says.

The Eden District has previously been the recipient of the international 2006 Golf Destination of the Year Award, and with South Africa recently being awarded the Best Golf Destination of the Year for 2011 award at the international IGTM awards in Spain, it is fitting that the World Corporate Golf Challenge Finals are held in South Africa.

An interesting addition to this years event will be the inclusion of an event for Corporate South Africa to participate in the Final. The two days allocated to practice will now host Corporate South Africa versus The Rest of the World, and the winning South African team will have the honour of representing South Africa in the Final over the last two days of the Event.

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