



**IMMEDIATE RELEASE**

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**WILLOW BROOK GOLF COURSE NAMED THE WALTER LOWELL PUBLIC GOLF COURSE DISTINGUISHED SERVICE AWARD WINNER**

Award Presentation to be Held at the Walter Lowell PGA Tournament

SOUTH GLASTONBURY, Conn. (May 6, 2014) – The Connecticut Section PGA announced that Willow Brook Golf Course in South Windsor, Conn., has been named the 2014 recipient of the Walter Lowell Public Golf Course Distinguished Service Award, as the model public golf course serving the game of golf in Connecticut and Western Massachusetts. The award was inaugurated in 2001 in honor of Canton Public Golf Course for the standards it set towards a public course's responsibility to its community to provide playing opportunities for all those who want to play and learn the game.

The PGA Special Awards Committee made the selection of Willow Brook as the model public golf facility. All public golf courses are nominated and welcomed to submit applications to be considered. "Walter Lowell set a great standard for golf professionals," stated Willow Brook Golf Course PGA Head Golf Professional, Jeff Beyer. "We are excited to share this honor with our customers at Willow Brook."

Willow Brook Golf Course is an 18-hole, par-60, golf course, featuring a driving range, golf shop and restaurant, open to the public. Beyer stated, "Willow Brook Golf Course provides the perfect venue to learn the game. The unique facility allows beginner golfers to experience a non-threatening golf course that they can handle, but yet provides a challenge to the more skilled player."

The staff at Willow Brook is dedicated to ensuring a welcoming environment and enjoyable experience, in an effort to growing the game of golf. Beyer continued, "We focus our efforts on growth of the game and player development programs. The programs we have are designed to get our customers engaged and excited about golf." Willow Brook offers programs targeting their customer base, including: Get Golf Ready, women's golf clinics and schools, family clinics, and numerous junior golf options.

Beyer and his staff believe offering player development programs, along with providing playing opportunities, are the essence of growing the game of golf. They teach their beginner students exactly what to expect when they go to a golf course, including: navigation of the facility, what to wear, how to care for the course, and how to interact with others. Throughout the season, Willow Brook provides several playing opportunities with various tournaments and leagues for beginners, men, women, couples, families, juniors, and even community groups or businesses. University High School calls Willow Brook their home course and uses the facility for team matches, with two other high school teams regularly use the practice facility.

Mt. Sinai's "Golfers in Motion" program has been held at Willow Brook for four years. "Golfers in Motion" is designed to encourage participation in golf for those in the community with disabilities. Willow Brook has kindly opened their facility and services to provide a rewarding leisure activity to those less fortunate. Beyer commented, "We are trilled to have the Mt. Sinai "Golfers in Motion" program at Willow Brook. Each year the program grows and we see participants coming out to play and practice on their own. It is one of our most rewarding programs."

Willow Brook offers a robust junior golf program, involving over 200 junior participants. "Junior golf at Willow Brook is all about fun and building friendships," says Beyer. The Pee-Wee Pro program is for children three to six years old, with parent participation, to be exposed to golf at an early age. The LPGA-USGA Girls Golf Club and Willow Brook Kids Golf programs expose juniors with games and challenges.

The Junior Golf Academies are one of the most successful programs at Willow Brook. The programming is constantly varied between golf skills, golf rules, etiquette, on-course play, fitness, and nutrition. Beyer stated, "It is vital to teach juniors proper fitness and nutrition, in addition to golf skills. We make sure to demonstrate and integrate various stretching and warm-up exercises, along with providing healthy food and hydration practices." In addition, near-golf experiences, such as playing hockey, soccer, and football, are consistently used to keep the junior interested, while still learning the fundamental movements of the golf swing.

Beyer and representatives from Willow Brook Golf Course will be honored on Tuesday, May 27, at New Haven Country Club in Hamden, Conn., during the annual Walter Lowell PGA Tournament. PGA Professionals from Connecticut and Western Massachusetts will participate in the golf tournament and attend the awards ceremony that follows.

Former recipients of this award are H. Smith Richardson Golf Course, Copper Hill Golf Course, Canton Public Golf Course, East Mountain Country Club, Lyman Orchards Golf Course, Raceway Golf Course, Shennecossett Golf Course, Skungamaug River Golf Course, Stanley Golf Course, Tallwood Country Club, Timberlin Golf Course, Tunxis Plantation Country Club, and Alling Memorial Golf Course.

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#### **About the Connecticut Section PGA**

The Connecticut Section, PGA of America is a not-for-profit organization chartered by The PGA of America in 1933 to promote golf and enhance the livelihood of its members. The Section is comprised of more than 350 men and women PGA Professionals who are employed at over 170 golf facilities throughout Connecticut and Western Massachusetts and who are committed to growing the game of golf. More information about The Connecticut Section is available on the organization's web site, located at [www.ctpga.com](http://www.ctpga.com).

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