



Presented by  Xcel Energy*
Hosted by Cragun's Resort and Hotel on Gull Lake

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News Release

FOR IMMEDIATE RELEASE

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BRAINERD LAKES AREA TOUR SHOWCASE SHOWS PROGRESS TOWARD 2020 TOUR STOP - (Brainerd, MN) Brainerd Lakes Area Tour Showcase organizers continue on the trail of a mission to secure a Web.com PGA Tour event in the Brainerd Lakes, and success now is clearly a function of continuing the high level of community support. To secure a date on the Web.com PGA Tour requires three things:

1. A Championship Venue, which we have many.
2. Community Interest. It seems like the entire community is now jumping aboard.
3. That community interest must prove that we have the financial support from the local area, but now organizers are also reaching out to regional, and national companies to help spread the cost, and gain multi-year commitments annually over the years.

An official tournament must open on the PGA tour schedule and the Brainerd lakes area must prove they are ready to host a PGA event. The stakes are high, and the issue is that the window to hold the event is a very narrow 13-weeks.

The organizers' strategy is to be ready when the Tour Showcase gets the call from the PGA.

As we all come out of a winter that has made golf difficult, eyes can once again enjoy the treasured championship golf venues. While the snow was falling, the Brainerd Lakes Tour Showcase Team has been hard at work setting the stage for another outstanding event. Many of the 2018 sponsor partners have already committed to the 2019 fall event, as have many of the celebrities, fishing guides and professional Web.com players. The stage is set!

The 2019 "Happening" will consist of four (4) specific elements meant to showcase the recreational assets in our area, while building the increased contributions to the area's economic development and giving even more to charity.

This year's event includes Monday, August 19 practice rounds for professional golfers at area championship venues and a Pro Am FISHING Showcase experience which will feature a (40) Profession Golfers, (20) Professional Fishing Guides, and (40) Sponsor Participants in each boat to share experiences. Monday will also feature a pairings party followed by a major stage show; the GALA Showcase a major entertainment event. On Tuesday, August 20, there will be two Pro-am events, one in the morning and other in the afternoon, to accommodate busy schedules. On Wednesday and Thursday, August 21 and 22, upwards to 100 Web.com and McKenzie Tour PGA professionals will play competitively for a purse of \$100,000. The public will be admitted for observation free!

For more information, visit www.brainerdlakestourshowcase.com.

BRAINERD LAKES TOUR SHOWCASE ORGANIZATION

Local resident, Ron Sanders played a major role in developing what is now the 3M Champions Event and is following that Business Model as he and his Team led by D J Dondelinger, Eric Peterson, Greg Rueter, Kevin Larson, Mark Ostendorf, Char Kinzer, Neil Johnson , Brock Swanson, Joe Konrardy, Gordie Roberts, Cierra Waverek and Chuck Klecatsky are in the process of “Making It Happen”!

The Path to the PGA Tour started here on August 22, 2018 and the PATH is now Clear!

A COMMUNITY WIDE EFFORT TO SECURE AN OFFICIAL Web.com PGA TOUR EVENT IN CENTRAL MINNESOTA AND THE BRAINERD LAKES AREA AS SOON AS 2020. OUR GOAL IS TO DRIVE ECONOMIC DEVELOPMENT AND CHARITABLE GIVING WHILE MAKING A STATEMENT ABOUT GOLF AND RECREATIONAL ASSETS IN OUR AREA.