

Area Golf: CRMC grabs title sponsor roll for Lakes Area Showcase

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Image from <https://www.brainerdlakestourshowcase.com>

Cuyuna Regional Medical Center was announced Tuesday, May 21, as the official title sponsor of the 2019 Brainerd Lakes Area Tour Showcase, an effort to bring an official Web.com PGA Tour Event to the Brainerd Lakes in 2020.

This year's morning and afternoon pro-am showcase events will feature present and future PGA players along with celebrities is planned for the week of August 19 at Cragun's Resort on Gull Lake.

This is the second year of the community undertaking organized by Ron Sanders. "Our goal is to drive economic development and charitable giving while making a statement about the golf and recreational assets available in

the Brainerd Lakes Area," Sanders said. "We will feature exceptional professional golfers who have not yet reached the PGA Tour,"

The Web.com PGA Tour is the only path to the top of the professional golf world.

Each year, the top 25 players from the Web.com tour regular season advance to the PGA Tour. In addition, the top 60 players then go forward to six weeks of playoffs, which designates another 25 PGA playing cards, some who lost their playing privileges on the regular PGA Tour and are competing to win them back.

"CRMC is honored to support this innovative program that will benefit the community as a whole," said CRMC CEO Kyle Bauer. "CRMC takes great pride in helping the Brainerd Lakes thrive economically while also assisting residents in their times of greatest need. We realize that when we go home, our family, friends and neighbors are also our patients which is why we strive to support our community whenever we can."

All proceeds from this year's Tour Showcase will further the mission of CRMC's Charitable Fund to care for everyone in the community from their first breath to their last regardless of their financial ability. The Fund supports the most critical needs for health care in the area.

Two examples of CRMC's support are the Courage Cabinet, which provides financial assistance to area cancer patients, and the Because of Brandon fund, which provides scholarships for area youth with Type 1 Diabetes to attend a summer camp and helps others diagnosed with the disease with their medical travel expenses.

While this year's event will raise funds to assist area residents, the goal is to build toward hosting an official Web.com event in the Brainerd Lakes Area. The Web.com is described as a developmental tour for the PGA, like the Triple A minor leagues of Major League Baseball.

After a very successful first year competitive golf event last year, plans are well underway for an even bigger four-day event this year with an increased budget from \$100,000 to \$500,000.

According to Sanders, it's clearly an unofficial competition, but it's setting the stage for 2020 as organizers plan to be ready for the Web.com PGA Tour should they reach out to Brainerd as an official tour stop.

Now the sales team is securing sponsorships for 2019 and looking toward multi-year sponsors, which will require the backing of local, regional and national corporations.

The Tour Showcase will begin Monday, Aug. 19, with practice rounds for visiting professionals coupled with a fishing experience for players and sponsor representatives. A Gala is planned that evening along with a pairings party. On

Tuesday, Aug. 20, there will be a Morning Pro Am Scramble and an Afternoon Pro Am Scramble to meet the schedules of the high amateurs. An awards session is planned after the day's golf event. On Wednesday, Aug. 21 and Thursday, Aug. 22, approximately 100 Web.com and McKenzie Tour professionals will play competitive golf for a \$100,000 purse.

For more information, visit <https://www.brainerdlakestourshowcase.com>.

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