



PGA™



FOR IMMEDIATE RELEASE

Friday, August 27, 2010

Towa Golf Club Honors Servicemen and Vets Sept. 3-6

Donations will support the families of military service members who have been injured or died in the line of duty

Santa Fe, NM –Towa Golf Club will host the Patriot Golf Day, a joint initiative of The PGA of America and the United States Golf Association, Sat., Sept. 3 to Monday, Sept. 6. Towa Golf Club will be offering a special rate for serviceman and veterans of \$39 including cart and range available anytime between Saturday, Sept. 4 and Monday, Sept. 6.



“This is a great way for the golf industry to help the families of those who have lost their lives or have been injured so that we may have our freedom,” says Linda Howell, PGA Director of Golf at Towa Golf Club. “This is a wonderful opportunity for golfers in our community to give back to those who have given everything.”

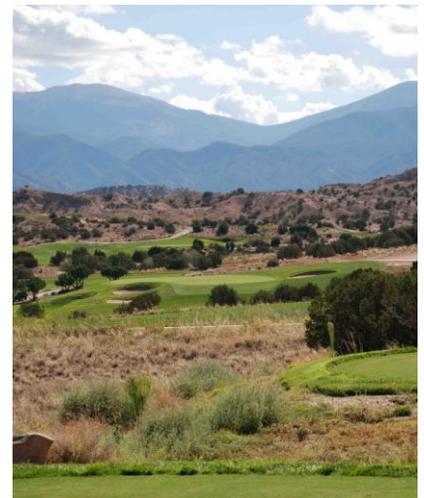
Through events across the country since 2007, PGA Professionals have helped raise more than \$5.3 million, allowing the Folds of Honor Foundation to award 1,163 post-secondary educational scholarships.

Major Dan Rooney, a PGA Professional, USGA member and F-16 military pilot with the Oklahoma Air National Guard, founded the Folds of Honor Foundation following his second of three tours of duty in Iraq. After witnessing the tragic homecoming of a fallen American soldier, Rooney was inspired to start Folds of Honor to provide support to military families in the aftermath of their tragedies.

There are 172,000 dependents of fallen and wounded military service men and women from the Iraq and Afghanistan conflicts alone, and 85 percent of those dependents do not qualify for federal educational assistance. Patriot Golf Day allows the Folds of Honor to present an ongoing tribute to our brave service members by ensuring that the families of fallen and wounded warriors have hope for the right educational start to life and best future possible.

Golfers across the country and at Towa Golf Club have the unique opportunity to donate an additional \$1 or more to benefit the Folds of Honor Foundation (FoldsofHonor.org), which provides post-secondary educational scholarships for children and spouses of military service men and women killed or disabled while serving our great nation. Towa Golf Club will request at least an additional \$1 for each green fee that is processed Sept. 3-6.

Since 1916, **The PGA of America's** mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry. By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf. Visit PGA.com or PlayGolfAmerica.com to learn more.



The **USGA** is the national governing body of golf in the USA and Mexico. The USGA annually conducts the U.S. Open, U.S. Women's Open, U.S. Senior Open and 10 national amateur championships. It also conducts two state team

championships and helps conduct the Walker Cup Match, Curtis Cup Match and World Amateur Team Championships. The USGA also writes the Rules of Golf, conducts equipment testing, provides expert course maintenance consultations, maintains a Handicap System and celebrates the history of the game. Since 1983, the USGA Turfgrass and Environmental Research Program has awarded more than \$31 million to more than 400 research projects for better turf and a better environment at universities across the country. The USGA also funds an ongoing “For the Good of the Game” grants program, which has allocated more than \$65 million over 13 years to programs that bring the game’s values to youths from disadvantaged backgrounds and people with disabilities. For more information about the USGA, visit usga.org.

Folds of Honor Foundation was founded in May 2007 by Major Dan Rooney, an F-16 Fighter Pilot, PGA Professional, and USGA member. A decorated military pilot in the Oklahoma Air National Guard, Major Rooney has served three combat tours in Iraq. It was after his second tour, while a passenger on a commercial flight, that Major Rooney witnessed an event that would profoundly change his life. As the plane landed, the pilot announced, “Ladies and gentlemen, we have an American hero on board – Corporal Brock Bucklin. And his twin brother, Corporal Brad Bucklin, is accompanying him home from Iraq. As a sign of respect, please remain seated while Corporal Bucklin’s family receives him in his final homecoming.” Major Rooney watched through the window of the plane as the flag-draped casket was lowered. He saw a family waiting for Brock, and a little four-year old boy waiting for his father. This tragic homecoming inspired Major Rooney to create the Folds of Honor Foundation. **Folds of Honor Foundation** provides post-secondary educational scholarships for children and spouses of military service men and women killed or disabled while serving our great nation. Patriot Golf Day is the flagship fundraiser for the Folds of Honor Foundation. Patriot Golf Day, jointly supported by The PGA of America and the United States Golf Association, is held each Labor Day Weekend, with the fourth annual Patriot Golf Day scheduled for Sept. 3-6 at participating facilities nationwide. Individuals and companies interested in contributing to the Folds of Honor Foundation, and those applying for scholarships should visit FoldsofHonor.org.

TOWA GOLF CLUB FACT SHEET

This property is the Hilton's first Native American partnership and is owned and operated by the Pueblo of Pojoaque. Towa is truly a golfer's paradise complete with a full-service clubhouse, dining, bar, and pro shop. The four courses are designed to be enjoyable and challenging to players of all skill levels. Towa's views of the Sangre de Cristo Mountains make it one of the most spectacular golf settings in the Southwest. Set in Georgia O'Keeffe country, the Towa Golf Club is characterized by turquoise skies, red-rock cliffs and snow-peaked mountains.

The Valley course opened in August 2009. What makes the new Valley Nine unique?

More hills and open rolling space than the Piñon and Boulder courses
Less elevation change on Valley, which makes the course more player friendly (lower rating)
A solar-powered water feature and 15 bunkers
Valley features native grasses and flowers
Valley is the second nine-hole developed by PGA legend Hale Irwin

What is the ongoing development of Towa?

Towa is comprised of three, nine-hole courses, three of which are in operational rotation.
The courses are Valley, Boulder, and Piñon.
The various courses offer golfers three distinct and uniquely different playing experiences
Towa has the flexibility to work on courses without hindering the overall playability of the club
Hilton is heavily focused on the maintenance and playability of the courses, which enhance player experiences
Valley debuted in August and is now paired with Piñon for a total of 18 holes open

What is current pricing?

Seasons at Towa are peak from April 1 through October 31, and off peak November 1 through March 31. Public fees for 18 hole-round includes the green fee, cart fee, and a range token and are: \$75 Monday through Thursday, \$84 Fridays, Saturdays and Holidays, Twilight (3 p.m.) is \$55 and Super Twilight (5 p.m.) is \$45. Off peak rate is \$49. Towa card membership entitles holders to benefits and discounts and there are rates for juniors, seniors, replay, and extra riders. Clubs are available for rental and clinics, hourly and playing lessons are available.

RESERVATIONS: 1-877-465-3489 or 505-455-9000, www.buffalothunderresort.com/

INTERVIEWS AND IMAGES ARE AVAILABLE UPON REQUEST

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