



## NEWS RELEASE

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### MYRTLE BEACH GOLF HALL OF FAME TO OPEN MARCH 2009

#### Hall of Fame to Honor Men and Women Who Helped Shape the Myrtle Beach Golf Industry

*September 9, 2008, Myrtle Beach, S.C.* – Representatives of Burroughs & Chapin Company, Inc. and Myrtle Beach Golf Holiday announced today the founding of the Myrtle Beach Golf Hall of Fame to honor the men and women who have played significant roles in all aspects of the Myrtle Beach area golf industry, from teaching to playing; course design and construction to administration.

The Myrtle Beach Golf Hall of Fame, which will open March 2009 in conjunction with the reopening of Pine Lakes Country Club, will be situated in the Pine Lake's new Hall of Fame Garden adjacent to the newly renovated clubhouse. Each inductee will be memorialized in the garden surrounding the *Sports Illustrated* monument that memorializes the birthplace of the magazine at Pine Lakes in 1954. Four to six inductees will be honored in the inaugural year with additional members inducted each April on the anniversary of the PGA of America's foundation; in honor of Robert White, the designer, professional at Pine Lakes as well as the first president of the PGA of America.

The Myrtle Beach Golf Hall of Fame will select a board of directors who will review the nominations submitted and select the most qualified candidates annually.

“The Myrtle Beach Golf Hall of Fame will be a central point to collect the rich golf history that Myrtle Beach has to offer golfers now and in future years,” said Bob Swezey, executive vice president of golf and resort operations for Burroughs & Chapin Company, Inc. “The Hall of Fame will recognize those individuals who have a historical significance with the Myrtle Beach golf industry in all facets. In the next couple of weeks, we’ll announce the Myrtle Beach Hall of

Fame Board of Directors and then begin accepting nominations for the inaugural class of 2009 which will be announced next March.”

“The Hall of Fame is a great way of uniting the entire Myrtle Beach golf community together to honor those individuals who made a lasting impression on the golf industry,” said Myrtle Beach Golf Holiday president Bill Golden. “As the area’s first golf course to open back in 1927, Pine Lakes is a perfect site for the Myrtle Beach Golf Hall of Fame and we look forward to working with Burroughs & Chapin and the board of directors.”

### **About Myrtle Beach Golf Holiday**

Myrtle Beach Golf Holiday is a non-profit trade association of 77 championship golf courses, 115 golf package providers and five golf schools in the Myrtle Beach, South Carolina area. Founded in 1967, the organization has been and continues to be the driving force behind the growth of the Myrtle Beach area golf market. The originator of the “Stay and Play Package,” Golf Holiday provides non-biased information about the area accommodations and golf courses to assist golfers in making the most informed decisions when planning for their next vacation. Golf Holiday also hosts seven events and tournaments annually to help grow the game of golf and attract golfers to the Grand Strand during slower times of year. In addition to hosting the Hootie & the Blowfish Monday After The Masters Celebrity Pro-Am Golf Tournament each spring, Golf Holiday also manages the PGA TOUR Superstore World Amateur Handicap Championship – the world's largest on-site golf tournament, the Summer Family Golf Tournaments, the Spring and Fall Palmetto High School Golf Championships, the Veterans Golf Classic and the FDNY 9-11 Memorial Golf Outing. For more information, call Myrtle Beach Golf Holiday at 1-800-833-8798 or visit [GolfHoliday.com](http://GolfHoliday.com).

### **About Pine Lakes Country Club**

Pine Lakes Country Club, Myrtle Beach’s first golf resort, has served as the epitome of the traditional golf resort since opening in 1927 as the Ocean Forest Golf Club. Designed by St. Andrews, Scotland native Robert White, Pine Lakes put Myrtle Beach on the map as the destination of choice for the country’s wealthiest families. Owned and operated by Burroughs & Chapin Company, Inc., Pine Lakes is in the midst of an extensive 20-month, multi-million dollar restoration project that will transform the course and clubhouse back to the status enjoyed in earlier days. The restoration of the course will be directed by well-known golf course architect Craig Schreiner who is preserving many of the historical golf corridors that made Pine Lakes famous throughout the years. The project will also involve the addition of a 282-acre exclusive gated neighborhood featuring new single-family home designed with a classic, lowcountry style. A March 2009 grand opening is scheduled for the Pine Lakes Country Club. For more information, visit [PineLakes.com](http://PineLakes.com).

### **About Burroughs & Chapin Company, Inc.**

Burroughs & Chapin’s residential developments include the award-winning Grande Dunes, a 2,200-acre four-star community stretching from the Atlantic Ocean to west across the Intracoastal Waterway. Burroughs & Chapin has created numerous commercial developments offering national and regional name brand shopping. These include Broadway at the Beach – an award-winning 350-acre festival shopping, entertainment and dining complex surrounding the 22-acre Lake Broadway; Coastal Grand Mall, a one million square foot regional shopping mall

joint ventured with CBL & Associates Properties of Chattanooga, Tenn.; Seaboard Commons; South Strand Commons; Arcadian Shores Commons; and many smaller “jewel box” centers.

A leader in golf and vacation packages, Burroughs & Chapin’s Myrtle Beach Trips offers visitors to Myrtle Beach and the Grand Strand the “one call” convenience of a direct connection to the most popular attractions in the area and packages them together in a variety of ways to suit different tastes and budgets. With one easy call to Myrtle Beach Trips at (888) 539-8862, visitors can unlock all the thrills and excitement of many of America’s favorite family seaside destinations.

Burroughs & Chapin Golf Management offers many of the finest 18-hole championship golf courses in Myrtle Beach, including Grande Dunes Resort Course, Pine Lakes Country Club, Myrtlewood Golf Club, Tidewater Golf Club and Plantation, Meadowlands Golf Club, Farmstead Golf Links and River Hills Golf Club. The management group also handles two Par 3 courses and five themed mini-golf courses.

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