

FOR IMMEDIATE RELEASE

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FOR INFORMATIONLauren Harrison | Calvin Burrows
The Zimmerman Agency | (850) 668-222
lharrison@zimmerman.com
cburrows@zimmerman.com**SHIPYARD GOLF CLUB UNVEILING ALL NEW BRICKYARD PUB
DURING WEEK OF RBC HERITAGE GOLF TOURNAMENT**

HILTON HEAD, SC. – Shipyard Golf Club, a 27-hole public golf club located in Shipyard Plantation on alluring Hilton Head Island – featuring three individually designed courses by George W. Cobb and Willard C. Byrd – is scheduled to unveil a new restaurant concept, Brickyard Pub, during the week of the RBC Heritage Golf Tournament in April 2016.

Inspired by the rich history of Shipyard Plantation fused with the vibe of old-fashioned Irish Pubs, Brickyard Pub will honor the nostalgia of Hilton Head Island while providing a comfortable, rustic setting for guests to relax before and after a round, or simply spend time with friends and family. A former brick-manufacturing center, seven families including the Talbots, bricklayers from Ireland, founded Brickyard Plantation. The plantation's first owner, Henry Talbot, supplied most of the bricks for the island and built its first lighthouse, Tybee Lighthouse, in 1736. On a deed recorded in London, Talbot's family name was misspelled as "Tailbird" which most of them ended up adopting. As a reward for building the lighthouse, Henry's family was granted additional land that came to be known as Tailbird Plantation. Eventually, the Ficklings family founded a shipbuilding operation on nearby Broad Creek, giving the plantation its current moniker. As such, Brickyard Pub will be adorned with vintage, rustic bricks as well as historical documents and photos that tell the story of the area.

"At Heritage Golf Group we're focused on creating experiences for our guests both on and off the course, priding ourselves on offering something for everyone," said Davis Sezna, CEO of Heritage Golf Group. "In all of our departments, and at every property, our experts are focused on tailoring amenities and programs to the community around them. Our philosophy is this: Everyday we throw a party, and the better the party, the more people will come."

"Brickyard Pub is going to be a tremendous addition to Shipyard Golf Club, providing a fresh experience to our members and guests on the island," said Rick Shoemaker, General Manager of the Heritage Golf Collection on Hilton Head Island. "We wanted the design inspiration to feel connected to Hilton Head Island, yet feel unique by creating a traditional Irish pub atmosphere. After discovering the history of the plantation, we found exactly what we were looking for. Brickyard Pub will be the ideal setting for golfers to grab a quick bite to eat, friends and family to hang out and relax, and couples to enjoy a local craft brew or signature cocktail."

Brickyard Pub will offer traditional pub fare with a low-country twist. Executive Chef Eric Seaglund partnered with Heritage Golf Group's award-winning culinary advisor, Chef Michael Toscano, to develop the seasonal menu utilizing fresh, regional ingredients. Signature items include the "Yard of Wings," 36 meaty chicken wings lathered in six signature sauces, homemade

in-house. Guests can also indulge in the “Tower of Beer,” 84oz of refreshing craft or domestic beer, ideal for large groups and celebrations.

The Pub will be decorated with mortar washed brick walls, a gorgeous treated wooden pine bar top, handsome leather club chairs, wooden pub chairs, saddle stools, copper pendants, worn sconces, bar chandeliers, saw-marked wooden tables, and sweeping, dark wood finish floors throughout. Additionally, each one of the seven booths in Brickyard Pub will be named after one of the founding families of Shipyard Plantation, allowing guests to connect with another place and time.

Heritage Golf Group, established in 1999, is an innovative, industry-leading hospitality-company and owner/operator of premier private, resort and daily fee golf properties spanning Florida, South Carolina, Georgia, Virginia, and Texas. Shipyard Golf Club is one of four clubs making up the Heritage Golf Collection on Hilton Head Island.

ABOUT THE HERITAGE GOLF COLLECTION ON HILTON HEAD ISLAND

The Heritage Golf Collection on Hilton Head Island (www.hiltonheadgolf.net) features a group of four premier golf clubs including seven award-winning golf courses and 135 holes of golf on Hilton Head Island, SC. Owned and managed by Heritage Golf Group, The Heritage Golf Collection includes Port Royal Golf & Racquet Club, Shipyard Golf Club, Palmetto Hall Plantation Club and Oyster Reef Golf Club. The Heritage Golf Collection on Hilton Head Island has become synonymous with impeccable attention to detail, innovative leadership, award-winning golf courses, exceptional dining, and innovative hospitality experiences. The Collection offers two premier tennis facilities located at Port Royal Golf & Racquet Club and Palmetto Hall Plantation Club, offering a total of sixteen courts with lights, two practice areas, two pro-shops, and a professional tennis staff. The casual and comfortable dining atmosphere of the four restaurants serve as a refuge from everyday concerns, as well as a place to simply enjoy time with family and friends. Our Club restaurants are open for breakfast, lunch and happy hour daily, featuring low-country seasonal, menus with the freshest local ingredients. Each of the prestigious properties within the Heritage Collection on Hilton Head Island have won numerous awards and continue to garner praise and rave reviews in the news.

For more information about any of the Clubs in The Heritage Collection on Hilton Head Island, please visit www.hiltonheadgolf.net or call (843) 681-1700.

ABOUT HERITAGE GOLF GROUP

Heritage Golf Group (www.heritagegolfgroup.com), established in 1999, is an innovative, industry leading hospitality company and owner/operator of premier private, resort and daily fee golf properties spanning Florida, South Carolina, Georgia, Virginia, and Texas. Guided by the principle of evolving the private club and golf business experience to the highest level, each individual club’s amenities and operational systems are tailored to augment their one-of-a-kind assets. With a commitment to delivering memorable experiences to its members and guests, the company is constantly expanding their team of experts in operations, golf, culinary, lodging, fitness, agronomy and special events. Backed by the financial strength of Tower Three Partners, an operationally oriented private equity firm, Heritage Golf Group is uniquely poised to expand through the acquisition of a tightly focused and selective group of first-class clubs. Under the leadership of Davis Sezna (CEO, Partner), Heritage Golf Group embodies the cutting edge of tradition.

For more information about Heritage Golf Group or any of the Clubs in The Heritage Collection, please visit www.heritagegolfgroup.com, email info@heritagegolfgroup.com or call (980) 430-8800.

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