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FOR IMMEDIATE RELEASE

CHAMPIONS RETREAT ANNOUNCES 2018 MASTERS WEEK PROGRAMMING

EVANS, GA. – Upholding its commitment to providing unrivaled hospitality during one of the most cherished and prestigious weeks in golf, Champions Retreat — an esteemed golf club located just outside of Augusta featuring three individually designed courses by Arnold Palmer, Gary Player and Jack Nicklaus — is pleased to unveil its 2018 Masters Week programming. Each curated experience focuses on providing guests with true Southern camaraderie, set amongst an atmosphere buzzing with anticipation, creating lasting impressions for golfers and non-golfers alike.

From April 1 – 8, 2018, the private retreat offers Augusta attendees signature golf on courses designed by the “Big 3” legendary champions, accommodations in luxury rental homes, a night-lit driving range, roaring fire pits, live musical guests and innovative culinary experiences.

Guests of Champions Retreat have the unique ability to feel the rich history of Augusta and pay homage to the three great golf legends during Masters Week by playing on the very same courses they designed— the Palmer's Island Nine, Nicklaus' Bluff Nine and Player's Creek Nine. Foursomes are available every day during the week and include a forecaddie, as well as all-you-can-eat-and-drink southern breakfast and/or lunch and a full-service bar located in The Barn.

On Friday, April 6, tournament enthusiasts watch the leaders close the day with a "Southern Charm" dinner with a mouthwatering selection including fried catfish, chicken and waffles, shrimp and grits, beef brisket and ribs, topped off with homemade peach cobbler and banana pudding. The party continues Saturday, April 7 with a Burgers and Brews event, featuring a build-your-own gourmet burger selection with choices of bison, turkey, lamb and more, accompanied by a wing, fry and tot station. Live music will accompany each evening. Reservations are required.

The Grille House accommodates VIP-entertaining hosts and discerning epicureans every night with elegant, farm-to-table selections of appetizers, salads, entrees and desserts. As one of the finest dining experiences in Augusta, vast selections of Boutique Vintage wines are available for pairing, as well as a prestigious Bourbon and Scotch collection.

VIP entertainers have plentiful options available with a wide range of hosting capabilities, including The Barn, a 10,000 sq. ft. charmingly rustic event center; Bluff Overlook, an intimate bar setting situated above The Grille House, and the newly enhanced Deck 5, a nature-filled, remote dining location overlooking the Savannah River.

Luxury accommodations are available in Masters Week private rental homes within the gates and just outside the gates of Champions Retreat. Homes range from 3- to 6-bedrooms and many include golf course views, home theater rooms, game rooms, home gyms, large dining areas, outside entertainment areas with kitchens, swimming pools and more.

Please visit www.championsretreat.net/masters to learn more. To reserve a tee time, make dinner reservations and book a rental home or party venue, contact Alison Nelson at alison@championsretreat.net or by calling (706) 854-6966.

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About Champions Retreat

Champions Retreat (www.championsretreat.net) is a 27-hole private golf club located just minutes from Augusta, Georgia. This golf destination brings together the diversity and creativity of three legends of the sport, Arnold Palmer, Jack Nicklaus and Gary Player. Each masterfully sculpted their own nine signature holes of championship golf among more than 365 faultless acres of skyward Georgia pines, long-standing hardwoods and numerous wetlands along the great Savannah River — making Champions Retreat the only golf property in the world with individually designed courses by the Big Three. Coupled with luxurious, A. Hays Town inspired Golf Cottages, imaginative cuisine and a new 10,000 sq. ft. elegantly rustic event venue — The Barn —Champions Retreat embraces the true spirit of southern hospitality with warm hearts and a genuine smile.

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 upscale clubs.