



MEDIA RELEASE FROM WIRRAL COUNCIL

Friday 10th September 2010

Wirral Golf Classic tees off

Wirral's restaurants, bars, hotels and attractions are set to receive a boost next week when the inaugural Wirral Golf Classic tees off.

Competitors from all over the globe including Holland, France and America have signed up to test themselves along with keen amateurs from golf clubs throughout the British Isles on four of the Borough's most challenging courses.

The beautiful courses of Caldy, Heswall, Wallasey and the magnificent Royal Liverpool Golf Club, venue for the 2014 Open Championship, will host the event and with players competing over five days the Borough's tourism businesses are set to feel the benefit of an influx of golfers who are set to play, eat and stay in Wirral.

Helen Latham, Wirral Golf Classic Organiser said: "Wirral is without doubt a paradise for golfers and we are pleased that competitors will not only be able to enjoy our stunning golf courses but also sample the best hospitality on offer from our hotels, guesthouses, bars, restaurants and attractions."

A photocall opportunity is available on the morning of Monday 13th September at 10am at Caldy Golf Club to photograph the first competitors teeing off.

Wirral Council Leader, Cllr Jeff Green said: "I'm really excited by the Wirral Golf Classic - it's a great addition to Wirral's development as a leading golf resort and follows on from the The Open in 2006 and ahead of the Ricoh Women's British Open at Royal Liverpool in 2012.

"I think people have been quick to realise that the Wirral Golf Classic is an affordable and competitive way to play an Open course and experience some of the challenges that the world's very best golfers have faced. I hope all the competitors have a fantastic week and really enjoy their time with us. Sadly, I don't think I will have much opportunity to improve on my own handicap of 14!"

Research has shown that equivalent amateur tournaments like the Tullamore Dew Causeway Coast Golf Tournament in Northern Ireland can bring over 1,000 golfers to an area. It is hoped that The Classic will have a similar number of competitors in future years and will be self-sustaining by 2012, so helping to boost the local tourism economy.

All competitors will play each of the four courses with one day's rest of their choice. The main competition runs from 13 – 17th September and is an aggregate Stableford with prizes for the top 20 players over four rounds but there will also be daily competitions.

The Wirral Golf Classic is supported by Wirral Council via The European Regional Development Fund. The event is also sponsored by Thornton Hall Hotel & Spa, Typhoo, Peninsula Dining Room, The Portrait House, Sheldrakes, The Wro Bar and Lounge, RDW Wines and MB Wirral - Wirral's only independent Mercedes-Benz dedicated specialists who will be launching their brand new '**while you play**' prestige golf service package at the event. The new package enables customers to benefit from having their vehicle collected from their chosen golf course and returned ready for their departure at no extra cost. (see www.mb-wirral.co.uk for details).