



PRESS RELEASE

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RESOURCING EUROPEAN GOLF'S ENVIRONMENTAL STRATEGY

Golf Environment Europe and European Tour launch sustainability fund for golf

Officials of Golf Environment Europe have this week announced the launch of a new Sustainability Fund for golf in Europe.

The fund will assist the golf sector in Europe to address the increasingly important issues of environmental sustainability. It will enable Golf Environment Europe, an independent, non profit body, to support and report on environmental achievements within European golf.

At a special reception to mark the occasion, Tom Garvey, Chairman of Golf Environment Europe said: "Golf Environment Europe was launched by the European Commission in Brussels in June 2005. Since then we have garnered considerable support from within and out-with golf. Our key mechanism, the European Forum for Golf and Environment, has been received with enthusiasm by the entire sector."

"Today we formally establish our sustainability fund - a fund that will enable GEE to work in partnership with many golf bodies, environmental organisations, government agencies and sponsors, towards the common goal of promoting environmental sustainability within European golf.

"We want to acknowledge the European Tour's support in the establishment of the fund, who today make a significant contribution and show genuine leadership on this matter. We also acknowledge our early sponsors - Volvo and Deutsche Bank; and Rolex and Ransomes Jacobsen who are the first official corporate partners.

"We also appreciate the considerable in kind support from other members of the Forum - the European Golf Association, The R&A, the Federation of Greenkeepers, the Institute of Golf Course Architects, the Association of Golf Course Owners, the PGAs of Europe, many national golf federations and research institutes.

Timo Makela, Director of Sustainability with the European Commission added his support for the initiative: “I welcome today’s announcement of the launch of a Sustainability Fund for Golf in Europe.

“This launch is a significant milestone for Golf Environment Europe, its supporters and partners, and for golf as a whole.

“All sectors now need to consider the combined social, economic and environmental implications of their activities. Golf is no different. Golf courses and golf events use land and water resources, they interact with our natural and cultural heritage, they require transportation and energy, they generate waste. Golf events in particular are high profile sporting occasions which attract the interest and the increasing scrutiny of the public.

“So we congratulate the European Tour on their vision and leadership within the golf sector. They have identified the need for golf organisations to invest in environmental issues, and they have identified their own particular opportunity to embrace sustainability and thereby strengthen their operations.

“We look forward to working to achieve shared goals with Golf Environment Europe, the European Tour and other partners in golf over the coming years.”

Scott Kelly, Group Marketing Director with the PGA European Tour added:

“The European Tour is pleased to assist in the launch of this fund, with a combined contribution of cash, and in kind support via European Tour events.

“We believe Golf Environment Europe have the ideal platform, a solid strategy with many practical projects, and crucially, the support of stakeholders within and outwith golf to make a significant impact on this issue.

“Through the fund we are assisting GEE in securing the resources to deliver an exciting programme of activities over the coming years, part of which will be targeted towards golf events. This work will build on our recent successful initiatives at the 2006 Ryder Cup, and look forward to the Ryder Cup at Celtic Manor in Wales in 2010.”

For further information on the Fund and the work of Golf Environment Europe contact Jonathan Smith on 0044 7917 453147 or jonathan@golfenvironmenteurope.org

For information on the PGA European Tour’s contribution and support of the Fund, contact Simon Cory-Wright on 0044 1344 840479.

For information on becoming a corporate partner of the Sustainability Fund, contact Thomas Godfrey, Spring Worldwide on 0044 7974 927878.