



**For immediate release**

**OPEN FAIRWAYS TEAMS UP WITH FALDO TO SUPPORT THE FUTURE OF GOLF**

**18 October 2007, London:** Open Fairways, the prestigious green fee discount programme, today pledged its support for the Faldo Series, the six-time Major winner's charitable initiative for young golfers in Europe and Asia.

Open Fairways offers up to 50% discounts for its members at more than 1,500 golf courses in Europe and Asia and beyond. Today it agreed to donate a percentage of all new memberships sold from 2007 to the *Faldo Series*, which provides opportunities for up to 1,300 talented golfers in Europe and simultaneously helps introduce the game to many more; and the *Faldo Series Asia*, a replica programme launched in January 2006 to provide similar chances for young golfers in Asia.

The decision by Open Fairways to support the Faldo Series comes 11 years after the inception of both respective ventures. Faldo has supported the development of Open Fairways since its launch in 1996 and now Open Fairways has expanded that long-standing relationship by offering to donate proceeds to Faldo's golf-development charity, also established in 1996.

Commented Open Fairways founder Jonathan Packham: *"We have enjoyed a long-standing relationship with Nick who has been kind enough to publicly recommend Open Fairways for discerning golfers since our launch. This was at the same time as starting his own Faldo Series in the UK and, since then, the two initiatives have followed similar paths into Europe and Asia. We have been constantly impressed by Nick's efforts in both regions to create access to golf for young children and help develop talented golfers into tomorrow's champions, so we are only too happy to support the Faldo Series and join Nick in giving something back to the game of golf."*

Nick Faldo added: *"I am extremely grateful to Open Fairways for its commitment to support my Faldo Series in Europe and Asia. I am sure every new Open Fairways member will be pleased to know that he or she is not only receiving some notable discounts and other such rewards, but young golfers around the globe are also benefiting as a result."*

Visit Open Fairways at [www.openfairways.com](http://www.openfairways.com) and find the Faldo Series at [www.nickfaldo.com](http://www.nickfaldo.com)

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**Note to editors:**

**About Open Fairways**

Open Fairways is the world's leading provider of green fee privileges. Founded in 1996 with an ethos of linking discerning golfers with quality golf clubs, the Company now features 1500+ top tier golf clubs as part of its global network. Open Fairways members are entitled to significant discounts for up to four players at all participating Open Fairways affiliates as well as a significant number of quality hotels in selected territories. Play the world's best courses at up to half the price and enjoy the game of golf to its fullest.

**About the Faldo Series**

Nick Faldo established the Faldo Series in Europe in 1996 to bring opportunities to young people through golf and to help identify and nurture the next generation of champions.

Part of The Faldo Trust for Tomorrow's Champions (charity number 1102719), the **Faldo Series** now provides opportunities for up to 1,300 talented young golfers each year, male and female aged 11-21, and simultaneously introduces the game to many more. Combining competition with education, the Faldo Series features 30 tournaments each year at some of Europe's finest courses plus a unique programme of seminars on different aspects of the game.

Each year, 60 players qualify for the prestigious Faldo Series grand final, hosted by Nick himself. The leading finalists play with the six-time Major winner the following day and also receive an invite to the annual **Faldo Series Asia** grand final at Mission Hills Golf Club in China.

**Team Faldo** is a group of current and former Faldo Series players, amateur and professional, who receive additional support and advice from Nick. These protégés are handpicked by Nick and are invited to spend time with him throughout the year, in the UK and abroad.

The **Faldo Mini Series** offers a selection of children under 12 playing in par 3 and short course events a chance to meet Nick Faldo. It is hoped that these young golfers will be inspired by the experience and eventually go on to participate in the Faldo Series itself and perhaps even progress to Team Faldo.

Now entering its 11th season, past Faldo Series champions include European Tour stars Nick Dougherty, Marc Warren, James Heath, Oliver Fisher and Rory McIlroy; and Ladies European Tour professionals Anna Highgate and Kiran Matharu. These and many other protégés have benefited from Nick's personal advice and experience and all are now role models to the next generation.

Underwritten by Nick, the Faldo Series is supported by the European Tour, the PGA and The R&A.

### **About the Faldo Series Asia**

Nick Faldo launched the Faldo Series Asia in January 2006 to bring opportunities to young people in Asia through golf and to help identify and nurture the region's next generation of champions.

The Faldo Series Asia features an annual schedule of tournaments in different territories across the region. Over 60 players qualify for the Faldo Series Asia grand final, hosted by the six-time Major winner on the Faldo course at Mission Hills Golf Club in China.

Combining experience with education, Faldo Series Asia tournaments give talented young golfers, male and female aged 11 to 21, the chance to benefit from top-level competition under strict tournament conditions and receive expert advice from guest speakers on golf related topics. Simultaneously younger children gain access to golf at the tournaments through a programme of grass-roots activities and the chance to watch the competitors in action.

Part of Faldo's charity, The Faldo Trust for Tomorrow's Champions (Asia) Limited, and underwritten by Faldo himself, the FSA is supported by major partners Mission Hills, The R&A and UBS and patron Korn/Ferry International. It is sanctioned by the Asian Tour and the Asia Pacific Golf Confederation (APGC).