

**FOR IMMEDIATE RELEASE:**

June 21, 2011

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**Longbow Golf Club Hosts the  
DNA Golf Corporate Challenge**

*Event kicks off Friday, June 24*

**Mesa, Ariz.** – Longbow Golf Club will host the DNA Golf Corporate Challenge, an innovative event intended to bring together golfers from the Valley’s corporate world to play in a light-hearted, 9-hole event that features an unconventional format of play. Participants may only bring three clubs and a putter, and must only play with those four clubs during the round. The team with the lowest two-person team score wins.

“There are many ways to play the game of golf,” said Jay Larscheid, general manager for Longbow Golf Club. “The DNA Golf Corporate Challenge puts an interesting twist on the competition, as well as, encourages the social aspect of the game. It’s going to be a great event.”

To speed up play, the shotgun event features an added scoring incentive to those who play quickly. Each team captain will be given a whistle. If any team catches the group in front, they can blow their whistle signaling to the group ahead that they’ve been caught. After the second incident, the slow group must allow the quicker group to play through.

The DNA Golf Corporate Challenge tees off at 4 pm to 5:30 pm on Friday, June 24, with additional networking opportunities from 5:30 pm to 7 pm at Longbow over drinks and appetizers. The cost is \$40 per individual to compete in the event with only a \$10 charge for those who just want to attend the after-golf party.

Corporate sponsors for the event include MetLife, PGA Southwest Section, Antigua and OB Sports. The charitable partner is Sunshine Acres Children’s Home, Longbow’s neighbor and non-profit organization dedicated to helping children who have been separated from their parents for one reason or another.

For more information visit [www.dnaglf.com/ccs](http://www.dnaglf.com/ccs).

### **About Longbow Golf Club**

Longbow Golf Club is a nationally recognized daily fee golf course located in Mesa, Arizona within Longbow Business Park. Often described as the “Essence of Arizona Golf,” Longbow Golf Club serves up a desert golf experience that is firmly tied to the traditions of the game. Designed by Ken Kavanaugh, Longbow is consistently rated top notch by leading golf writers and publications, and was honored as one of the Top 100 Resort Courses in the Country, *Golfweek* magazine 2009; Top 20 Best Public Access Courses in Arizona, *Golfweek* magazine 2010; Top 25 Courses in Arizona, *Golf Magazine* 2010 and has received numerous other awards and top rankings. Longbow Golf Club is Another Daedalus Development. To learn more about Longbow Golf Club or to book a tee time, call 480.807.5400 or visit [www.longbowgolf.com](http://www.longbowgolf.com).

### **About OB Sports Golf Management**

Longbow Golf Club is professionally managed by OB Sports Golf Management, a diversified, golf-oriented company with a long history of success. OB Sports currently manages 42 premier golf courses and country clubs throughout the United States. Known for its comprehensive and personalized services since 1972, OB Sports has become widely acclaimed as the leader in boutique-style golf course management. For more information about OB Sports Golf Management, visit [www.obsports.com](http://www.obsports.com), call (480) 948-1300, follow on Twitter at [www.twitter.com/obsportsgolf](http://www.twitter.com/obsportsgolf), become a Fan on Facebook at [www.facebook.com/obsports](http://www.facebook.com/obsports) or check out the OB Sports You Tube Channel at [www.youtube.com/obsportsgolf](http://www.youtube.com/obsportsgolf).