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**Longbow Golf Club Honored by
American Junior Golf Association**

Winn Grips Heather Farr Classic Hosted by Longbow Golf Club Named 2010 Tournament of the Year

MESA, Ariz. — The American Junior Golf Association (AJGA) recently honored the Winn Grips Heather Farr Classic hosted by Longbow Golf Club with the organization's 2010 Tournament of the Year Award. In its 12th year, the tournament took place April 1-4, at Longbow Golf Club in Mesa, Arizona. The AJGA Tournament of the Year Award is given annually to the event that showcases the AJGA, its members, sponsors and host facility better than any other event on the association's schedule.

Scheduled this year for April 21-24, The Winn Grips Heather Farr Classic hosted by Longbow Golf Club has been an AJGA Easter weekend tradition since 1999. The 54-hole tournament is hosted in honor of Heather Farr, a young LPGA Tour member and former AJGA champion whose life was cut short due to cancer.

"It's a great tournament honoring an inspirational young woman who never gave up," said AJGA Tournament Director Chris White. "The staff at Longbow do a great job helping us to not only honor Heather Farr, but to put on an event that is second to none."

In addition to a well-maintained golf course and accommodating staff, the Longbow tournament committee is always thinking of ways to improve the tournament experience, e.g. placing extra restrooms and concession stands throughout the course and positioning parking lot attendants at the clubhouse entrance to ensure fluid arrivals and departures.

Members of the Tournament Committee displayed their limitless support by always going the extra mile. Tournament Chairman, Jay Larscheid, and club owner, Bob McNichols, each hosted a dinner for AJGA staff members while Media Chairman Kris Strauss rallied the area media outlets for coverage of golf's next generation.

The 144 participants enjoyed top-notch treatment. With Winn Grips as the title sponsor for the event, representatives were on site providing free re-gripping services throughout the week. eSoles was also available for juniors to obtain customized eFit soles using their latest foot imaging technology. During the tournament cookout, juniors and their families were treated to Mexican food and a chance to test their archery skills.

Tournament Chairman and General Manager of Longbow Golf Club, Jay Larscheid has worked diligently to better the Winn Grips Heather Farr Classic hosted by Longbow Golf Club and is humbled to have the event be recognized with the AJGA's top award.

“Winning Tournament of the Year is a tremendous honor,” Larscheid said. “It is a reflection of the dedication to junior golf and effort that is put in by everyone involved.”

The Tournament Committee will accept its award at the AJGA's Annual Meeting, which will be held March 11-13 at Château Élan Resort in Braselton, Ga.

Longbow Golf Club and Business Park is a 330-acre, mixed-use commercial development that incorporates office, light industrial, retail and hotel uses surrounded by desert vegetation and a main street transportation design and features the award-winning Longbow Golf Club. Longbow Golf Club features a 7,003-yard Ken Kavanaugh-designed golf course that was recently ranked as one of the “Top 100 Resort Courses in The Country” by *Golfweek* magazine for 2009. Daedalus Real Estate Advisors, LLC is a Phoenix-based commercial real estate services company that provides investment, development and communications consulting to corporate real estate clients in Arizona and the Southwest. For more information about Longbow Golf Club visit www.longbowgolf.com, call 480.807.5400 or become a fan of Longbow on Facebook at www.facebook.com/longbowgolfclub, or follow Longbow on Twitter at www.twitter.com/longbowgolfclub.

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 37 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, call (480) 948-1300, follow on Twitter at www.twitter.com/obsportsgolf, become a Fan on Facebook at www.facebook.com/obsports or check out the OB Sports You Tube Channel at www.youtube.com/obsportsgolf.

The American Junior Golf Association is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf. The AJGA provides valuable exposure for college golf scholarships, and has an annual junior membership (boys and girls ages 12-18) of approximately 5,000 junior golfers from 49 states and more than 40 countries. To ensure scholarship opportunities for all junior golfers who have the skill, the AJGA created the Achieving Competitive Excellence (ACE) Grant program to provide financial assistance to young players in need.

Titleist, the AJGA's National Sponsor, has been the catalyst and driving force behind the Association's success since 1989. Rolex Watch USA, which is in its third decade of AJGA support,

became the inaugural AJGA Premier Partner in 2004. In 2007, after 12 years of support, Polo Ralph Lauren became the AJGA's second Premier Partner.

AJGA alumni have risen to the top of amateur, collegiate and professional golf. Former AJGA juniors have compiled more than 400 victories on the PGA and LPGA Tours. AJGA alumni include Stewart Cink, Matt Kuchar, Hunter Mahan, Phil Mickelson, Tiger Woods, Paula Creamer, Cristie Kerr, Inbee Park and Morgan Pressel.

For more information, please contact Kristi Bradley (kbradley@ajga.org) in the AJGA Communications Department at (678) 425-1786, or visit ajga.org.

AJGA

2010 AJGA Tournament Awards

Tournament of the Year	Winn Grips Heather Farr Classic hosted by Longbow Golf Club <i>Longbow Golf Club (Mesa, Ariz.)</i>
Invitational of the Year	ANNIKA Invitational <i>Reunion Resort (Reunion, Fla.)</i>
Newcomer of the Year	Erie Junior Golf Classic <i>Kahkwa Club (Erie, Pa.)</i>
Most Improved	Randy Wise Junior Open <i>Warwick Hills Golf & Country Club (Grand Blanc, Mich.)</i>
Media	Mayakoba Junior Golf Classic <i>El Camaleón Golf Club (Playa del Carmen, Quintana Roo, Mexico)</i>
Charitable Giving	Erie Junior Golf Classic <i>Kahkwa Club (Erie, Pa.)</i>
Junior-Am	HP Boys Championship at Carlton Woods <i>The Club at Carlton Woods (The Woodlands, Texas)</i>
Volunteers	Evitt Foundation RTC Junior All-Star <i>WindStone Golf Club (Ringgold, Ga.)</i>
Hospitality	Rolex Girls Junior Championship <i>Long Cove Club (Hilton Head, S.C.)</i>
Golf Professional	Jack Gaudion, Co-Owner - The Legend Clubs <i>McArthur Towel & Sports Future Legends (Hartland, Wis.)</i>