



Contact: Phil Werz, Director of Membership & Advertising, The Golf Club of Georgia

Email: pwerz@golfclubofgeorgia.com **Phone:** 770.772.8160

For Immediate Release

THE GOLF CLUB OF GEORGIA LAUNCHES TECHNOLOGY-RICH GOLF ACADEMY

Facility Named in Honor of Renowned Golf Course Designer, Bob Cupp

ALPHARETTA, GA (May 15, 2018) – On Tuesday, The Golf Club of Georgia dedicated its new and technology-rich Cupp Golf Academy and Cupp Executive Par 3 Course. Both additions bear the name of Bob Cupp, the late renowned golf course designer who created both new amenities at the Alpharetta private club prior to his passing almost two years ago.

The new golf academy and short course complete The Golf Club of Georgia's Driving Range and Practice Facility which represent more than a \$3 million investment by club owner, Ben Kenny. Two years ago, the club completed a \$35 million clubhouse and golf course renovation and now positions itself as one of the premier private clubs in the Atlanta area. Kenny also owns Horseshoe Bend Country Club in nearby Roswell.

"It's been a long, but fulfilling process to take the time and provide such world-class amenities for our Members," said Jacqueline Welch, general manager at The Golf Club of Georgia. "Our major construction projects are now complete and we can continue our primary focus to provide a great experience for our Members. (Bob) Cupp's contributions here will always be remembered and only adds to his global legacy as one of the finest golf course designers of all time."

The dedication ceremony was attended by Cupp's wife, Pamela Amy and one of Bob's sons, Bobby. During the ceremony, The Golf Club of Georgia unveiled a plaque commemorating Cupp, his lifelong accomplishments and his work to complete the Cupp Golf Academy and Cupp Par 3 Course. Atlanta-based Kuo Deidrich, Inc. assisted Cupp with the design of the new golf academy and was built by Alpharetta's Lone Rover Construction.

The 1,900 square foot Cupp Golf Academy is located at the rear of the 13-acre Driving Range and Practice Facility and features three spacious indoor teaching bays housing the most modern technological advances in measuring and improving golf performance. The philosophy and goal of the Academy is 'to create an environment where golf technology enhances golf performance.' The equipment inside the facility includes RoboGolfPro, Trackman, Swing Catalyst and SamPutt Lab – all devices that are used by PGA TOUR caliber players on a daily basis and will enable

Andrew Moore, director of instruction, to provide the immediate feedback for Academy students seeking to improve their golf game.

“We will offer a full menu of lessons, clinics, camps and corporate outing experiences in conjunction with this amazing facility,” said Moore. “The technology will allow us to provide a PGA TOUR quality experience for all skill level players and will enable us to enhance the learning experience for them. The golf technology will provide immediate results for those who seek to improve golf performance.”

Aside from today’s announced additions, The Golf Club of Georgia is home to the Lakeside and Creekside courses, both ranked among the Top 20 Best Courses in the state by Golf Digest.

About The Golf Club of Georgia

The Golf Club of Georgia is a private golf club located in Alpharetta, GA, just off the expanding 400 Corridor. The club opened in 1991 and features the Lakeside and Creekside courses, both consistently ranked annually by Golf Digest as two of the Top 20 Courses to Play in Georgia. In 2016, the club unveiled a \$40 million renovation with improvements throughout the entire property, including additions to the 53,000 square foot clubhouse. The Golf Club of Georgia is home to the prestigious Georgia Cup, an annual golf match pitting the reigning United States and British Amateur champions prior to their appearance at the Masters. The club is also home to the Collegiate Championship which annually brings 15 of the nation's top college teams to the club for a three-day, 54-hole tournament that has been called "the Masters of college golf." For more information, visit: www.GolfClubofGeorgia.com.

###