



FOR YOUR GOLF NEWS PAGES

Daily Telegraph Wilson Matchplay Championship set to break records in 10th Anniversary year

Golfmagic.com signs online deal with UK's biggest amateur golf event

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Celebrating its 10th successful season in 2005, the Daily Telegraph Wilson Matchplay Championship is once again set to be the UK's biggest amateur golf event in terms of paid-for entries.

Organisers GMM are looking to beat the record set in 2004, when over 6,000 golfers from 1,800 different UK golf clubs competed for a chance to win a place in the Grand Final at the spectacular Vale do Lobo golf resort, Algarve, Portugal.

Leading golf website www.golfmagic.com has signed to be the event's online partner in 2005, and will run promotions to increase entries to the event up to the closing date for entries of 16 May.

The Championship commences in June, with golfers battling through four rounds to a series of eight UK Regional Finals in October 2005. Entry options are Singles Match Play (£26 per person) and Pairs Better-Ball (£37 per pair).

Luxury Portuguese golf resort Vale do Lobo will once again host the Grand Final, which will see 44 golfers flying to the Algarve in January 2006 to compete for the Individual and Pairs Better-Ball Titles.

The climax to last year's event came in January 2005, in glorious Algarve sunshine. After four competitive rounds on Vale do Lobo's spectacular Royal and Ocean golf courses, Chelsea supporters Clive Jones and Warren Powick, from Ashford Manor GC

in Middlesex, won the 2004 Pairs Better-Ball Grand Final playing off handicaps of 4 and 6 respectively.

The Individual Grand Final was won by 9-handicap Samantha Hill, from Isle of Purbeck GC in Dorset, playing consistent golf throughout the week.

Vale do Lobo once again proved to be the perfect venue for this prestigious Championship, and 2004 Pairs Better-Ball winner Warren Powick summed up everyone's feelings: *"We have had a glimpse of what it must be like to be a top professional golfer. We have played in a professionally-organised 72-hole tournament on two superbly presented Championship Courses, and during the final round we experienced huge pressure. A truly memorable experience! Thank you GMM and Vale do Lobo"*.

David Hughes, Managing Director of event organisers GMM said: *"I'm confident that the 10th Anniversary year of this tournament will be the biggest and best ever. We look forward to working with our new online partners Golfmagic.com during 2005, and welcome the renewed support of long-time supporters Wilson, Vale do Lobo and The Daily Telegraph. We encourage all UK club golfers to take part in this exciting event!"*

"We are delighted to continue our sponsorship of the Championship which has brought so much pleasure to so many golfers", said Mike Laney, Brand Manager UK Golf for Wilson Sporting Goods.

Mark Dangerfield, Marketing Manager at Golfmagic said: *"At Golfmagic.com we are all about playing golf and that is why we are excited to be working with such a well-run amateur competition that is the Daily Telegraph Wilson Matchplay Championship."*

Golfers can enter the 2005 Daily Telegraph Wilson Matchplay Championship on www.matchplay.co.uk or call the organisers on FREEFONE **0800 092 6379**.

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Entries: Tel: FREEFONE 0800 092 6379
 Freepost: GMM Ltd, Freepost, NWW 1224A, Llandudno LL30 2ZZ
 Email: entries@matchplay.co.uk
 Web: www.matchplay.co.uk

CLOSING DATE FOR ENTRIES: MONDAY 16th MAY 2005

FACT FILE: DAILY TELEGRAPH WILSON MATCHPLAY CHAMPIONSHIP

- The UK's biggest amateur golf event as regards paid-for entries.
- Over 6,000 golfers from 1,800 different UK golf clubs entered in 2004.
- Entries for 2005 event close on 16 May 2005.
- Format: Individual Match Play or Pairs Better-Ball.
- Handicap limit: 24 (Men), 30 (Ladies).
- Website: www.matchplay.co.uk

FACT FILE: Event Organisers GMM

- Golf Marketing and Management (GMM) Ltd is the organiser of the Daily Telegraph Wilson Matchplay Championship.
- GMM also runs:
 - The FORE Society, Europe's biggest golf society;
 - The FORE Tour, the largest and longest-established amateur golf tour in the UK as regards number of events (over 30 in 2005) and number of competitors (over 1,500 per year);
 - FORE Breaks, a huge selection of great value Sunday-Monday golf breaks at some of the UK's leading golf venues;
 - FOREurance, the brand new all-inclusive golf insurance policy;

FACT FILE: Resort Partner VALE DO LOBO

- Has hosted the event's Grand Final since 1995, the event's first year.
- Portugal's biggest luxury golf and beach resort.
- Twice host of the Portuguese Open on the European Tour.
- 36-hole resort featuring the spectacular Ocean Course and the magnificent Royal Course.

FACT FILE: Online Partner GOLFMAGIC.COM

- Golfmagic.com is the UK's leading online golf community.
- Over 4,000 archived articles including news, reviews, features and tips.
- An active Members' forum with regular contributions from key figures in the golf trade and community.
- Already over 37,000 registered members and growing at a rate of over 100 per week.

FULL LIST OF TOURNAMENT SPONSORS

- <http://www.foregolfociety.com/matchplay/index.htm>
- Wilson Sporting Goods Co, Vale do Lobo, The Daily Telegraph, Golfmagic.com, Monarch Airlines, Grand Slam golfwear, 3D Golf.
- An active Members' forum with regular contributions from key figures in the golf trade and community.