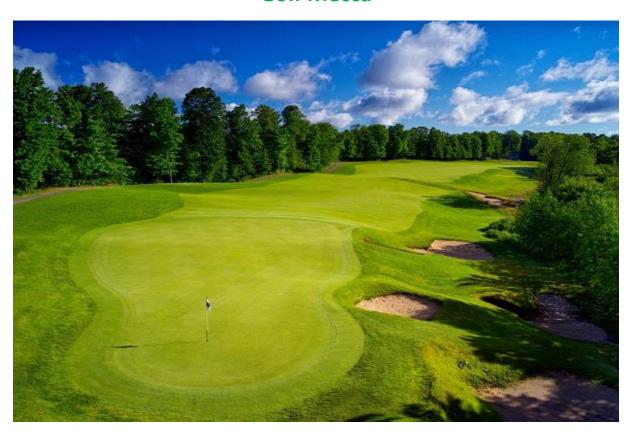


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FOR IMMEDIATE RELEASE

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Gaylord in PURE Michigan Offers Golfers Comfortable Summer Temperatures and is America's Summer Golf Mecca



GAYLORD, MICHIGAN – Located in the exact center of northern Michigan on the 45th parallel, Gaylord, Michigan is home to nationally acclaimed golf and is America's Summer Golf Mecca. For 37 years the top golf courses in the Gaylord area have been marketed together as the Gaylord Golf Mecca and gained an impressive reputation. It's because the area truly offers the best combination of quantity and quality of golf in the Midwest, right in the heart of Michigan's beautiful land of lakes and trees.



With the highest overall elevation in Michigan's scenic Lower Peninsula, the Gaylord area offers stunning views and challenging play with several courses built into the Pigeon River and Sturgeon River Valleys. The terrain ranges from dramatic valleys with rolling greens to classic parkland-style courses, all suited for the novice or championship player.



Consisting of 16 unique but equally respectable courses, the Gaylord Golf Mecca meets the needs of golfers of all skill sets and budgets. Robert Trent Jones, Tom Fazio, Rick Smith, Jerry Matthews and even the legendary Wilfrid E. Reid designed holes in the Mecca.

Gaylord Golf Mecca Member Courses

The Gaylord Golf Mecca is comprised of 16 championship courses:

Treetops Resort, offering 5 award-winning courses by Tom Fazio, Rick Smith and Robert Trent Jones, Sr., premier lodging, a day spa and special events, is nationally recognized as a leading golf destination.

Otsego Resort, offering two pristine courses, including The Tribute designed by Gary Koch with dramatic views, is also known for its Swiss-style architecture.

If you're looking for an immaculate parkland-style layout and excellent dining, **The Pines course at Michaywe** delivers.



Gaylord Golf Club unarguably offers some of the finest greens you will ever play.

Garland Lodge and Golf Resort boasts 4 courses with some challenging holes built around the natural wetlands.

Lakes of the North Golf Course offers a parkland-style layout designed by Jerry Matthews and Bill Newcomb.

Just north of Gaylord, you will find **Indian River Golf Club**, a traditional, timeless course that meanders through northern Michigan's wilderness.

Finally, for isolated holes designed by famed architect Rees Jones that allow you to truly get lost in the game, **Black Lake Golf Club** and its recently remodeled clubhouse are just a short, scenic drive away.



Summer and Fall in the Mecca

As temperatures rise above 100 degrees in the southwest and southern states, comfortable temperatures prevail in northern Michigan. With breezes finding their way from the Great Lakes only 50 minutes away, average summertime temperatures reach just 80 degrees.

Along with picture-perfect weather, Gaylord is located in the Eastern Time zone where Daylight Savings makes you wait just a little longer for a beautiful sunset over the many lakes and golf courses in the region. Extended play is the name of the game and golfers will find themselves swinging into the twilight hours, finishing up their last round of the day as late as 10:00 p.m. as



the sun is finally setting. Get in 36 holes without rushing one bit or set your ambition high and play even more.

Autumn golf is also spectacular throughout the Gaylord Golf Mecca. With brilliant blue skies, deep green fairways and mosaic-like colors lining each of the 16 championship courses, autumn (September and October) is another perfect time for a golf escape to Pure Michigan. With smaller crowds and past-peak season rates, fall golf getaways put the final touch on a spectacular season.



The Mecca is undeniably one of the most impressive golf destinations you can visit, but don't just take our word for it. Golf Digest named Gaylord and northern Michigan the 12th best golf destination in the WORLD and 8th in the United States. The Gaylord Golf Mecca was also recognized as the Best Golf Destination by Golftime Midwest. Our members regularly receive individual recognition for not only their immaculate courses but also their friendly service and dining experiences.

Getting Here is Easy



Whether your golf getaway starts behind the wheel or on the runway, the Gaylord Golf Mecca is easier than ever to get to. Mileage from major Midwest hubs is reasonable, and the drive couldn't get any easier with Gaylord conveniently located right on I-75 and M-32. Distances from major cities

include Detroit - 250 miles, Grand Rapids - 180 miles, Chicago and Indiana - 350 miles and Cleveland - 380 miles. It's as easy as that!

As far as flying, well it just keeps getting better with the partnership the Mecca has forged with the ever-expanding Cherry Capital Airport-TVC located in nearby Traverse

City, where it's one hour from runway to fairway. Back by popular demand, 20 non-stop flights will be available through TVC this summer. Convenient non-stop and one-stop services are available from Detroit, Chicago, Minneapolis, Washington DC (Reagan National and Dulles International), Philadelphia, New York (LaGuardia), Newark, Boston, New Haven, Charlotte, Atlanta, Dallas-Fort Worth, Houston, Denver, Phoenix/Mesa, Orlando/Sanford, Tampa/St. Pete and Punta Gorda. Newly added this summer is Houston, TX and New Haven, Ct. Cherry Capital Airport-TVC is serviced by Allegiant Airline, American Airlines, Avelo Airlines, Delta Air Lines, Sun-Country Airlines and United Airlines. For up-to-the-minute flight information, visit tycairport.com.



Lose yourself in the game and discover an unparalleled golf destination in the Gaylord Golf Mecca. For packages and more information, visit gaylordgolfmecca.com.