



MEDIA RELEASE

New Brand Launch and Golf Saskatchewan Board of Directors Elected at Annual General Meeting

(Saskatoon, SK Monday, April 18, 2011)

New Name and Look

The Saskatchewan Golf Association has a new name and look effective April 18th, 2011. We are now Golf Saskatchewan. Golf Saskatchewan is the new name for the governing body of amateur golf in Saskatchewan. We are an innovative and proactive organization delivering relevant services to all segments of the amateur golf community. The new brand is designed to reflect the present day Golf Saskatchewan as a customer friendly organization committed to grow participation in, and passion for the sport while upholding the integrity of the game.

By adopting the maple leaf symbol as our new brand, we are showing our pride in our association with Golf Canada, integrating into a national look, while retaining our Saskatchewan identity. Golf Saskatchewan's new logo incorporates the two colours Saskatchewan is becoming famous for; green for our provincial sporting pride, growth in all areas of the economy and a people continually on the move, black for strength, unity and prosperity. The silver silhouette of the golfer completes the new logo.

"Our new logo is designed to connect with our customers, members, member clubs, partners and sponsors, other stakeholders and future customers. The new logo will assist both golfers and non-golfers recognize and identify the Golf Saskatchewan brand and raise the profile of the programs and services we provide to our membership on a daily basis. We are proud of the efforts and work we do for the game of golf in Saskatchewan. It is our goal to have the Golf Saskatchewan brand easily identifiable in the province by the end of 2011." said Brian Lee, Golf Saskatchewan Executive Director.

Golf Saskatchewan name and logo is in place effective April 18th, 2011 and will be used in all aspects of Golf Saskatchewan activities. The new name and logo is also featured on the newly released Golf Saskatchewan website at www.golfsaskatchewan.org and will replace the Saskatchewan Golf Association website by the end of April.

Golf Saskatchewan Board of Directors

Golf Saskatchewan is pleased to announce the 2011 Officers and the re-election of two board members following the Annual General Meeting held on April 16th at the Royal Regina Golf Club.

Board of Directors for 2011

President	Dave Forster, Tisdale GC
Vice President	Richard Smith, Katepwa Beach GC
Vice President	Moe Martin, Royal Regina GC
Past President	Byron Harvie, Riverside CC
Director	Terry Gaube, SGA Public Player <i>(re-elected 3 year term)</i>
Director	Wendy Besplug, Kindersley GC <i>(re-elected 3 year term)</i>
Director	Rhonda Richards, Moonlake GCC

"If you have an interest, even if it is a small interest in volunteering for the game and sport of golf, please contact the Golf Saskatchewan office. Even a few hours of volunteering will make a huge difference and impact on the sport of golf." said outgoing President Byron Harvie.

ABOUT GOLF SASKATCHEWAN

Golf Saskatchewan is the governing body of amateur golf in Saskatchewan, representing more than 14,500 members at 108 clubs across the province. Golf Saskatchewan's mission is to grow participation in, and passion for the sport while upholding the integrity of the game. Golf Saskatchewan conducts programs and services to serve golfers in Saskatchewan. Athlete development, CN Future Links, Order of Merit Tours, Rules of Golf and amateur status, handicapping and course rating are only some of the initiatives the association leads for golf in Saskatchewan. In addition, Golf Saskatchewan conducts Saskatchewan's amateur championships. For information on Golf Saskatchewan, please visit www.golfsaskatchewan.org.

FOR MORE INFORMATION:

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