



FOR IMMEDIATE RELEASE

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New golf course and new dates for the 2012 Montreal Championship

Organizers are prepared to welcome the greatest names on the Champions Tour

MONTREAL – Synchro Sports and the PGA TOUR announced today that the 3rd annual Montreal Championship presented by Desjardins will be conducted June 18-24, 2012 and will relocate to the Verchères course at La Vallée du Richelieu Golf Club in Sainte-Julie, Quebec.

The \$1.8 million Montreal Championship has quickly established itself as one of the most popular stops on the Champions Tour schedule.

“There is no doubt that the players on the Champions Tour really enjoy the city of Montreal. I am convinced that the combination of the rich history of La Vallée du Richelieu Golf Club, the challenge that the golf course represents along with the date change will enhance the tournament’s ability to attract the legends of the game back to Montreal,” stated Montreal Championship Chairman Ronald Corey. The Montreal Championship had been hosted the previous two years at Fontainebleau Golf Club the first weekend in July.

A strategic change to welcome the Champions Tour

Tournament organizers at Synchro Sports firmly believe that the date change will play a key role in the continued growth of the Montreal Championship. “The tournament will again take place over a long weekend in Quebec which we believe will be appreciated by the public, not to mention by our corporate partners,” explained Patrick Bibeau, President of Synchro Sports.

Tournament Director David Skitt outlined that moving the tournament forward by one week will play a key role in player recruitment. “Having an off-week prior to our tournament, coupled by a full month before the British Open and Senior British Open was a strategic decision that we believe was necessary. This will provide us with all the tools necessary in order to continue to welcome one of the premier fields on the Champions Tour schedule,” concluded Skitt.

In 2010, the Montreal Championship was recognized by Champions Tour President Mike Stevens as one of the best first year tournaments in the history of the Tour and was presented with the Champions Tour “Outstanding Achievement Award”.

A historic golf course for the legends of the game

Originally designed by William F. Gordon, La Vallée du Richelieu opened in 1965 and consists of two 18-hole championship courses (Verchères and Rouville). The 6,950 yard, par-72 Verchères layout recently underwent an extensive renovation by the firm of Graham Cooke & Associates, which were completed last year. With a rich golf history and close to 1,000 members, La Vallée du Richelieu has played host to a pair of Canadian Open championships (1971 and 1973) along with the 1994 Skins Game featuring Fred Couples, Lee Trevino, Nick Price and Tom Watson. La Vallée du Richelieu was also the site of the 1999 Canadian Senior Open Championship, won in dramatic fashion by Monday qualifier Jim Ahern who defeated World Golf Hall of Fame member Hale Irwin in a playoff.

“We would like to thank the members of La Vallée du Richelieu Golf Club, its President Mr. Stéphane Dubé and the entire Board of Directors for graciously accepting to host the 2012 Montreal Championship and continuing their tradition of welcoming major championship golf at their fine course,” stated Mr. Corey.



synchro sports

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“This is an exciting time for La Vallée du Richelieu and we look forward to welcoming these legendary names in golf to our course,” said La Vallée du Richelieu President Stéphane Dubé. “There is an extremely storied tradition at La Vallée du Richelieu and we are confident the 2012 Montreal Championship will be an overwhelming success as we welcome golf fans from Quebec and across Canada.”

The Ultimate Gift for Golf Fans

To not miss the opportunity to rub shoulders with the legends of golf – take advantage of a limited time offer by purchasing a **2012 Ambassadors Pass for only \$99 (value of \$175)**. The Ambassadors Pass includes unlimited access to the championship grounds from Wednesday, June 20th through Sunday, June 24th in addition to; complimentary parking, the official Montreal Championship golf cap, tournament program and lanyard, as well as entry into a number of exclusive contests leading up to the tournament. Orders placed prior to December 16th, 2011 will be delivered in a special gift wrapped envelop. For more information on this offer as well as other corporate hospitality packages please visit www.championstourmontreal.com. Tickets are also now on sale through the Admission network at www.admission.com or by dialling 1-855-790-1245.

ABOUT SYNCHRO SPORTS

Synchro Sports is a Montreal-based sports management firm that offers a comprehensive level of expertise in the management, promotion and production of world-class sporting events presented to the highest standards of professionalism. Please visit our website at www.synchrosports.ca

ABOUT CLUB DE GOLF LA VALLÉE DU RICHELIEU

Located 30-minutes from downtown Montreal in the city of Ste-Julie, La Vallée du Richelieu Golf Club offers golfers two 18-hole championship golf courses (Verchères and Rouville). Originally designed by William F. Gordon in 1965, the 6,950 yard, par-72 Verchères layout recently underwent extensive renovations between 2006 and 2008. Proud of its rich history and close to 1,000 members, La Vallée du Richelieu has played host to a pair of Canadian Open Championships (1971 and 1973) along with the 1994 Skins Game and the 1999 Canadian Senior Open. By means of its particularly friendly ambiance, coupled with the quality and diversity of its activities, La Vallée du Richelieu Golf Club has successfully created and maintained a high level of belonging amongst its membership. For further information, please visit our website at www.valleedurichelieu.com.

ABOUT THE CHAMPIONS TOUR

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with many of its 29 members of the World Golf Hall of Fame competing regularly in its events and numerous other major championship winners among its members. The Champions Tour is a membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totalling \$475,000. Points earned in official Charles Schwab Cup events in 2011 will determine the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour’s leading player. The Champions Tour’s primary purpose is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, protect the integrity of the game and generate significant charitable and economic impact in communities in which it plays. In 2010, tournaments on all three Tours (PGA TOUR, Champions Tour and Nationwide Tour) generated \$120 million for local charitable organizations, bringing the TOUR’s all-time total of charitable contributions to more than \$1.6 billion. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. The PGA TOUR’s website is www.pgatour.com , the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

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