



**FOR IMMEDIATE RELEASE**  
**February 24, 2016**

**For More Information:**  
Susan Wilcox Olson (231) 590-5930  
[susan@cherryfestival.org](mailto:susan@cherryfestival.org)  
Barry Owens, ASGC President  
(989) 350-9870 [bowens@treetops.com](mailto:bowens@treetops.com)

## **Northern Michigan IS America's Summer Golf Capital**

***Golf Destination Collection Combines Quality, Variety and Perfect Summer Weather and Non-Stop Air Service ATL to TVC***

**Gaylord, MI** - A collection of northern Michigan golf properties including world-class resort destinations with courses designed by golf's greatest architects have banded together to form a unique golf destination collection promoting the region as America's Summer Golf Capital (ASGC). Over the past 25-years this region of the Great Lakes has become one of America's premier summer golf destinations. Few places offer the concentration of world-class golf resorts and stand-alone courses of such high caliber.

"This [ASGC] really is a list of the "Who's Who" in Michigan's golf industry. Just look at the accolades—many of the courses are regulars on the major lists of

where to play,” said Barry Owens, president of America’s Summer Golf Capital and GM of Treetops Resort in Gaylord, MI. “The topography, weather, long summer days, a variety of lodging options from resort style accommodations to luxury homes, and overall proximity to other equally stunning courses makes it a golfer’s paradise.”

The premier destination and top courses are ranked among America’s best, and are located in a region famous for award-winning wineries, an explosion of craft brew pubs, pristine fresh-water lakes, and cultural entertainment venues.

The resort towns of Traverse City, Petoskey, Harbor Springs, Gaylord, Bellaire, Boyne City and Thompsonville have long been summertime playgrounds for those in the know. It has also been a region, with its spectacular land formations, that has attracted many of golf’s major architects including Robert Trent Jones Sr, Jack Nicklaus, Arnold Palmer, Tom Fazio, Tom Weiskopf, Arthur Hills, and Steve Smyers.

ASGC includes 29 award-winning courses from northern Michigan’s highly ranked golf resorts: Boyne Highlands Resort, Boyne Mountain Resort, Crystal Mountain, Grand Traverse Resort and Spa, Inn at Bay Harbor, Lochenheath, Manistee National Golf & Resort, Otsego Club & Resort, Shanty Creek Resorts, and Treetops Resort.

The ASGC Collection will focus on attracting golfers from the Sun Belt regions of the United States including Atlanta, Georgia where over 30 direct flights to TVC

are available each summer week. Additionally, the ASGC will attract international visitors seeking a premium golf vacation destination.

“Consider playing golf in Atlanta or Dallas during July and August and your first thoughts are ‘hot, muggy, and humid. We want to showcase a beautiful, comfortable summer weather alternative,” adds Chris Hale, vice president of Shanty Creek Resorts. “Building upon the success of Pure Michigan, our State’s award-winning tourism campaign, this Collection establishes yet another reason to choose Michigan and fly conveniently into TVC - Traverse City’s Cherry Capital Airport – serving all of northern Michigan.”

# # #

### **About America’s summer Golf Capital**

America's Summer Golf Capital is a collection of ten resorts and twenty nine golf courses located along and near the northwest coast of Michigan’s Lower Peninsula. The collection features designs by the game's finest architects including Fazio, Hills, Jones, Matthews, Nicklaus, Palmer, Player, Smith, and Weiskopf. America’s Summer Golf Capital affords players the perfect combination of a comfortable climate and long summer days, ideal for two or more daily rounds, in a picturesque region nationally recognized for its turquoise fresh waters, wineries and craft brewing. The resorts and courses of America's Summer Golf Capital are decorated with countless accolades and consistently rank high on the bucket list of the true golfer. To explore the destination and courses of America’s Summer Golf Capital, visit

[www.AmericasSummerGolfCapital.com](http://www.AmericasSummerGolfCapital.com).

**Member Golf Courses of America's Summer Golf Capital in Pure Michigan's Northwest Michigan's Lower Peninsula include:**

Arthur Hills Course – Boyne Highlands Resort  
Betsie Valley Golf Course – Crystal Mountain Resort  
Canthooke Valley – Manistee National Golf & Resort  
Cedar River – Shanty Creek Resorts  
Crooked Tree – Inn at Bay Harbor  
Cutters' Ridge – Manistee National Golf & Resort  
Donald Ross Memorial Golf Club – Boyne Highlands Resort  
LochenHeath Golf Club  
Mountain Ridge Golf Course – Crystal Mountain  
Schuss Mountain Golf Club – Shanty Creek Resorts  
Signature Course– Treetops Resort  
Spruce Run – Grand Traverse Resort & Spa  
Summit Golf Club – Shanty Creek Resort  
The Alpine – Boyne Mountain Resort  
The Bear – Grand Traverse Resort & Spa  
The Classic – Otsego Club & Resort  
The Heather – Boyne Highlands Resort  
The Legend – Shanty Creek Resorts  
The Links – Inn at Bay Harbor  
The Masterpiece – Treetops Resort  
The Monument – Boyne Mountain Resort  
The Moor – Boyne Highlands Resort  
The Premier – Treetops Resort  
The Preserve – Inn at Bay Harbor  
The Quarry – Inn at Bay Harbor  
The Tradition – Treetops Resort  
The Tribute – Otsego Club & Resort  
The Wolverine – Grand Traverse Resort & Spa  
Threetops – Treetops Resort