



MEDIA RELEASE

GET READY FOR 'GOLF LIKE NEVER BEFORE'

World class line-up of golfers and a myriad of activities for your enjoyment

Kuala Lumpur, 01 Feb...'Golf like Never Before' is coming to **Saujana Golf and Country Club** from **9-12 February** and the public is invited to come and experience the offerings on and off the fairways at the **Maybank Championship 2017**.

This year's event will see a world-class line-up of players tackle the Palm Course which is known to be one of the toughest courses in the world. Alongside the list of top players previously announced, namely US Masters reigning Champion **Danny Willett** and fellow former Masters winner **Charl Schwartzel**, there are a flurry of players in the final line-up that will spark excitement amongst golf fans across the region.

Touring pro for Saujana in the late 90s, **Lee Westwood**, knows the Palm Course well and is relishing the chance to get back there this year. He said, "I was proudly associated with Saujana for a long time and it's always great to go back because there are a lot of people that I'm still close with. That's where the welcome stops though because the course is very tough! It's changed a lot over the last 20 or so years. It's hard to believe it's been that long but hopefully I can repeat what I did back in 1997."

Making a late entry into the player field is **Tommy Fleetwood** after the 26 year-old lifted the trophy at the Abu Dhabi Golf Championship, more than three years after his maiden victory on Tour. He currently leads the European Tour's Race to Dubai and is followed by **Sam Brazel** of Australia – winner of the Hong Kong Open in December 2016, and Spain's **Pablo Larrazabal** who tied for second in Abu Dhabi. All three will be looking to continue their strong start to the season when they come to Malaysia. Joining them will be England's **Graeme Storm** who got his 2017 off to a dream start coming out on top at the BMW South





African Open hosted by City of Ekurhuleni – ten years after his first win on Tour, only keeping his card this season after a late reprieve. He is another man on form and with US\$3million at stake, this is an important event to keep him high in the rankings.

They will line up alongside some of the top Asian stars including **Prayad Marksaeng** who won the Singapore Open just two weeks ago. Another winner at the start of the year on the Asian Tour is **Todd Sinnott** of Australia who took top spot at the Leoplace21 Myanmar Open on the Lunar New Year weekend which proved lucky and prosperous for him. **Scott Hend** - winner of the 2016 Asian Tour Order of Merit will kick off his year at the Maybank Championship and will be setting his sights on topping the table again this year.

This year's event isn't just about the European Tour and Asian Tour stars – new for 2017 is the **ASEAN category**. Five places have been allocated for the top players from Myanmar, Singapore, Thailand, Philippines and Vietnam. The support by Maybank for the development of the talents and game in the region gives these players a chance to compete and showcase their skills on a world stage.

The final two invite spots for the Maybank Championship have been awarded to another top young ASEAN player - Arie Irawan Fauzi of Malaysia - to give him a wonderful opportunity on home soil, and Paul Dunne of Ireland owing to his rising form on the European Tour and his reputation as a top amateur before he turned pro in 2015.

Tan Sri Dato' Megat Zaharuddin Megat Mohd Nor, Chairman of Maybank said, "This year's event is focused on delivering a memorable spectator experience. Every aspect of the event, from golf to bespoke activities, coupled with the initiatives to contribute back to the communities, we aim to have golf fans and visitors alike to have an experience that they will continue to rave about."

"We are thrilled to host the world-class line up of golfers and excited to see the ASEAN



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players give their all, as they battle for the 'coveted tiger'. We wish them all the best and thank in advance, the media and spectators who are planning to come and support them next week," he further added.

If you thought golf was exciting enough, think again! From 8.30am each morning, visitors can sign up to get fit beside the fairways! Under Armour will be holding a yoga class each day, followed by a boot camp session. Once you've worked up an appetite, you can enjoy the culinary delights from Michelin Star Chef, Anton Mosimann who will be serving a signature dish in the public village.

To support the Maybank Heart project, the second day of play will be known as 'Yellow Friday' – everyone attending, including players and staff, are being asked to wear a splash of yellow. If you make a donation of RM50 or more you will be given a special Maybank Championship Virtual Reality Cardboard to enjoy using throughout the day, whilst stocks last!

Another project by Maybank that will take centre stage at the Championship will be the Maybank Women Eco-Weavers programme. It promotes traditional textiles in a sustainable manner whilst creating economic independence and financial inclusion of women weavers across the ASEAN region. There will be fashion shows in the public village on Saturday and Sunday showcasing some of their work and visitors may even see a few golfers on the catwalk!

If you love dressing up, why not join in the excitement? There will be prizes for those who bring an element of fun to their golf outfit on Saturday!

In celebrating the public holiday, there will be **FREE ENTRY** on Thursday and Friday. Given the long list of exciting activities, this will be a great way to spend a fun few days with your family.



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For more information, please visit www.maybankchampionship.com.my

Note: For media accreditation to Maybank Championship 2017, please submit your application using the following link: <https://goo.gl/forms/F8iouHNQCQYW1H9j1>

*****Ends*****

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Maybank – Humanising Financial Services

Maybank is among Asia's leading banking groups and South East Asia's fourth largest bank by assets. The Maybank Group has an international network of 2,400 offices in 20 countries namely Malaysia, Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Cambodia, Thailand, Hong Kong SAR & People's Republic of China, Bahrain, Uzbekistan, Myanmar, Laos, Pakistan, India, Saudi Arabia, Mauritius, Great Britain and the United States of America. The Group offers an extensive range of products and services, which includes consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. It has over 44,000 employees worldwide (www.maybank.com)

About GlobalOne

GlobalOne (Emerald Evolution Holdings Sdn Bhd) is an executive lifestyle sports promoter and we create sports event ownerships.

We specialise in providing the full spectrum in sponsorship event management and have an excellent track record in planning and delivering on PGA European Tour golf events for Malaysia (Maybank Malaysian Open), Singapore (Singapore Masters) and Indonesia (Indonesia Open) since 1999. We have strong relations with sports governing bodies, the media and commercial sponsors and technical partners to deliver on the bottom line.

We assist all our clients to create strategic, high-return, best practice sponsorship to provide a strong, unified vision, across departments and stakeholders, of the broad range of marketing and business



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objectives that can be achieved through this sponsorship. We also form and maintain strong relationship with players' managers to source the best players. GlobalOne has staged a highly successful and prestigious tournament in Asia – the Maybank Malaysian Open, (2006 – 2015) which is co-sanctioned by the European Tour and the Asian Tour providing the event with Official World Ranking status.

About The European Tour

The European Tour celebrates men's professional golf on a global stage. In 2016, the European Tour International Schedule features 47 tournaments in 27 countries, all part of the Race to Dubai, the year-long competition which crowns the European Tour Number One at the end of the season, a title claimed in 2015 by Rory McIlroy for the third time.

Since its formation in 1972, the European Tour has witnessed 25 Members celebrate a total of 51 Major Championship titles between them, enjoyed ten Members attaining the pinnacle of World Number One and has celebrated its diversity as players from 36 different countries have won on Tour.

The European Tour also manages the Challenge Tour, which features 28 tournaments in 22 countries in 2016, and the Senior Tour, which features 13 tournaments in nine countries in 2016. It is also the Managing Partner of Ryder Cup Europe, the body which, alongside the PGA of America, administers golf's greatest team contest, The Ryder Cup.

The European Tour broadcasts live coverage of its tournaments to over 490 million homes in more than 150 countries every week, generating in excess of 2200 global broadcast hours for each event. It also enjoys the support of many of the world's leading business brands with Rolex, BMW, Jumeirah Golf Estates, Emirates and Titleist as Official Partners.

About the Asian Tour

As the official sanctioning body for professional golf in Asia, the Asian Tour leads the development of golf across the region, enhancing the careers of its members while maintaining a commitment to the integrity of the game. The Asian Tour, through its membership of the International Federation of PGA Tours, is the only recognised pan-Asian professional golf tour in Asia. This unique feature positions the Asian Tour at the pinnacle of professional golf in Asia; providing its events with Official World Ranking status. Tour Partners include ECCO (Official Footwear Sponsor), FENIX XCell (Official Apparel Supplier), Hilton Worldwide (Official Hotel Partner), Titleist (Official Web Partner), Bloomberg TV (Official International Media Sponsor), Bloomberg Businessweek Chinese (Official Business Publication Sponsor) and Rolex (Official Timekeeper). Sentosa, Singapore is the Home of the Asian Tour which also has an office in Kuala Lumpur. Also, visit us at:

www.asiantour.com

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Saujana Golf & Country Club

Founded in 1984, Saujana Golf and Country Club offers two 18-hole golf courses namely '*Palm Course*' and '*Bunga Raya Course*'. These courses are exquisitely designed for championship play by the renowned golf course landscaped architect, Ronald Fream Design Group California, USA & Ted Parslow of E&G Parslow, Australia. The two world renowned courses, have been accorded countless international accolades including "The best Championship Course in Asia (Palm Course)" by Asian Golf Monthly 2005



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and # 69 “Top 100 Best Courses outside the USA (Bunga Raya Course)”by Golf Digest 2005. Further voted in the World’s Top 1000 Golf Courses by Rolex & 6th Toughest Course in the World (Palm Course) by CNNGo.com 2012. SGCC is the 15th Member of the exclusive European Tour Properties, only the third outside of Europe and the first in Malaysia to be an official European Tour Destination. Saujana Golf & Country Club is also nestled alongside the beauty of two hotels, namely The Saujana Kuala Lumpur and The Club Saujana Resort.



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