



For immediate release
News Release

February 10, 2010 – Winter may be just getting started but golf enthusiasts can look forward to brighter days spent on the course at the Toronto Golf & Travel Show, Friday March 5 to Sunday March 7 at the Metro Toronto Convention Centre, North Building.

The Golf Show provides consumers with a sneak preview into the upcoming season from all areas of the golf and travel industries, including the latest in golf equipment, accessories and apparel, as well as information, deals and savings from golf courses, golf destinations and travel retailers.

2010 SHOW HIGHLIGHTS:

Acura is back as presenting sponsor and will conduct a “Ride & Drive” contest in partnership with Cobble Beach. The contest will be similar to last year’s successful “Ride & Drive”, which gave one lucky winner the opportunity to test drive the new 2009 Acura TL SH-AWD from Toronto to Cobble Beach Golf Links in Owen Sound. The driving experience was featured in the July 2009 issue of World of Wheels.

Callaway has been announced as the “*Experience Partner*” of the 2010 Golf & Travel Show. The *experience* includes Callaway’s presence in several booths throughout the show floor, featuring Callaway Footwear, the Odyssey putting challenge, and Callaway’s new uPro and uPro Go GPS. In addition, Callaway will have their cube van parked beside the retail space to provide custom club fitting. Callaway will also be partnering with the EWGA at the onsite Ladies demo range.

Tournament Sports will host a special guest appearance by golf icon **Nancy Lopez**. Lopez will appear on Sunday March 7, “Ladies Day” at the Golf Show. There is an autograph signing as well as an interview on the main stage planned.

Myrtle Beach is the official Golf Destination sponsor of the 2010 Golf & Travel Show. They are providing this year’s show bags and an all inclusive trip giveaway.

Official retail sponsors of the 2010 show are the newly partnered Nevada Bob’s Golf and Sport Chek, who have introduced Nevada Bob’s Golf concept stores in select Sport Chek locations. The retail pavilion at the Golf Show is being expanded to also include Fitness Source, who will be hosting ongoing fitness demos throughout the weekend.

The PGA Village (demo range) has been moved to the west side of the show floor. Also along the west side, the Ontario PGA will feature a putting and chipping area, provided by Backyard Greens and sponsored by Allstate.

BC Golf Alliance will be hosting a Richard Zokal appearance. He will be speaking on the design and course construction of Sagebrush. Whistler Brewery will be sampling in the new “Off the Cart” promotion along with Vincor Wines and Mott’s.

Golf Channel's Big Break Challenges will be at the Golf & Travel Show hosting a series of golf challenges as seen on Big Break. Test your skills by attempting the one-of-a-kind Big Break challenges for your chance at some great prizes. Stop by the GolfNow booth at show for your challenge, plus find out more about the Canadian launch of GolfNow.com, scheduled for March 3, 2010. The site will give Canadians access to over 60 Ontario courses to book tee times online. The site will also host daily specials at favourite local courses and more.

Additional News for the 2010 Golf & Travel Show:

The Golf & Travel Show team is excited to welcome the following new sponsors and special partners:

Callaway as "Experience Partner", Myrtle Beach Golf Holiday, Golf Channel, Golf Now.com, Allstate, Sport Chek, SCOREGolf and Links for Women

The Golf & Travel Show is happy to welcome back the following sponsors and special partners: Acura, Nevada Bob's Golf, Pizza Pizza, NGCOA, Lipton, OPGA, FAN 590 and Wave 94.7

Show Details:

When: Friday March 5 to Sunday March 7, 2010

Friday: Noon to 8pm

Saturday: 10am-6pm

Sunday: 10am-5pm

Where: Metro Toronto Convention Centre, North Building

Admission:	<u>At the Door:</u>	<u>Online:</u>
General Admission:	\$15	\$14
Seniors (65+)	\$11	\$11
Children under 12:	FREE	

Plus, the Twilight rate: \$7 admission on Sunday, anytime after 2pm.

For more information about the Golf & Travel Show, visit www.torontogolfshow.com.