

**BC Golf Marketing Alliance/Richard Zokol, by Jeffrey Reed
Special to Toronto Golf & Travel Show Program**

Beautiful British Columbia is home to some of Canada's best golf destinations. Whether you are an ace on the links, or simply enjoy walking the course and taking in majestic views, B.C. golf courses provide breathtaking images along with challenges from tee to green.

This year's Toronto Golf & Travel Show includes the BC Golf Marketing Alliance, showcasing some of the top Canadian courses – like the Richard Zokol/Rod Whitman/Armen Suny-designed Sagebrush Golf and Sporting Club. Golf Digest named Sagebrush the Best New Canadian Course for 2009, and SCORE Golf awarded the club Best New Public Course accolades for '09.

Zokol, a winner on the PGA Tour, a respected golf broadcaster and one of Canada's most admired golfers, is chairman and CEO of Sagebrush. He's at the Toronto Golf & Travel Show this year, appearing at Booth #2218, and speaking at the show theatre. Be sure to listen to what Zokol has to say about how beautiful Sagebrush plays an important part in B.C. golf.

Located above Nicola Lake near Merritt, Sagebrush rests hillside on 389 acres. This gorgeous par-72 track measures 7,372 yards from the tips. It's a perfect example of minimalist design, boasting a links golf feel but also offering an interior B.C. look.

Sagebrush's Golf Digest honours followed in the footsteps of another new B.C. golf course: Thomas McBroom-designed Tobiano, located near Kamloops and named Canada's best new course for 2008 by Golf Digest. In fact, SCORE Golf named Tobiano Best New Canadian Course in '08, and gave honourable mentions to B.C.'s Talking Rock and Canoe Creek courses. In 2009, SCORE Golf named B.C.'s Bear Mountain, Tower Ranch and the Rise golf clubs No. 2, 3 and 5 respectively among Canada's best new golf courses.

This year, the BC Golf Marketing Alliance looks forward to the opening of 18 new holes at Vernon, B.C.'s Predator Ridge; and the first full year of golf to play at Shadow Mountain, near Cranbrook, B.C.

With Zokol on board, B.C. golf has an admirable partner. Born in Kitimat, B.C., Zokol was fondly known as "Disco Dick" during his days on the PGA Tour in the early-1980s. He listened to music on his Walkman while walking the course. A Second Team All-America pick out of Brigham Young University in 1981, Zokol went on to capture the 1992 Greater Milwaukee Open.

The British Columbia Golf Association fosters and promotes the sport of golf, preserves the traditions and history of the sport of golf and provides a leadership role for the sport of golf in British Columbia. Its vision statement is to introduce and grow the sport of golf by providing the people of British Columbia with the opportunity to participate in a lifetime sport that promotes their physical, mental, and emotional well being.

Be sure to drop by the BC Golf Marketing Alliance at this year's show, and marvel at its beautiful golf destinations which rival any golf locations around the globe.