



## **Sea Island Debuts New State-of-the-Art Golf Performance Center**

*New Facility Features Industry-Leading Technology for Training for all Skill Levels*

**SEA ISLAND, Ga.** (March 18, 2019) - Sea Island, a Forbes Five-Star resort on the coast of Georgia, has unveiled an all-new, state-of-the-art Golf Performance Center at the Sea Island Golf Club. The new facility further solidifies Sea Island as home to the finest golf instructional center in the country. The 17,000-square-foot facility features industry-leading technology, six instruction and club fitting bays, a putting studio designed by world-renowned putting instructor Phil Kenyon – who serves as Director of Putting Instruction at Sea Island – a full-service golf club workshop, gym with locker rooms, spacious retail area, and indoor and outdoor meeting and event spaces.

“The Golf Performance Center at Sea Island is dedicated to helping players play better and enjoy the game of golf with a holistic, comprehensive approach, regardless of their skill level, from beginning golfers to competitive juniors, touring professionals and everyone in between,” said Brannen Veal, Director of Golf. “This new facility combines the latest cutting-edge technology with the finest teachers in the country, taking what we provide to an even higher level than before.” In addition to Kenyon, the center’s elite team of instructors includes Golf Performance Center Manager and Master Club Fitter Craig Allan, Senior Director of Instruction Jack Lumpkin, Sports Psychologist and Performance Specialist Dr. Morris Pickens, Director of Fitness Randy Myers, and highly ranked instructors Justin Parsons, Gale Peterson, Jared Zak, and Daniel Gray.

The debut of the new Golf Performance Center is part of a nearly \$30 million enhancement program at The Lodge at Sea Island. The new 18-hole The Speedway putting course, designed by Davis and Mark Love, opened in 2018, adding a fresh dimension to Sea Island’s legendary golf experience. In November 2018, The Lodge introduced six new cottages with 14 new sleeping rooms, a new oceanfront pool, pool house, extended practice facility and short game area, all overlooking the Atlantic. Capping the program is the redesign and renovation of the Plantation Course, which along with the signature Seaside Course serves as the site of the annual RSM Classic, a PGA TOUR FedEx Cup tournament hosted by Sea Island touring professional and resident Davis Love III. Love Golf Design is overseeing the renovation, which began in November 2018 and will reopen ahead of the 2019 RSM Classic this fall. The pool, pool house, cottages, and the new Golf Performance Center were designed by Hart Howerton, with interior design by Johnson Vann of St. Simons Island, Georgia.

The concept of today’s Golf Performance Center was born when Davis Love, Jr., father of Sea Island touring pro Davis Love III, moved his family to Sea Island in 1977 to teach golf at Sea Island Golf Club, pioneering the idea of offering golf instruction year-round in a permanent location. Over the next decade, what was then known as the Sea Island Golf Learning Center grew, as he taught novices and pros alike. When Love, Jr., died in 1988, Jack Lumpkin, Love’s long-time friend and fellow instructor, assumed leadership of the program, overseeing its progress in size and stature.

In 1995, the Center became the first in the country to be recognized by the USGA. Today's Golf Performance Center is the outgrowth of both men's vision and talent, helping propel Sea Island into being known as the finest golf destination in the nation.

For additional information on Sea Island and the Golf Performance Center, or to book a reservation, please visit [www.seaisland.com](http://www.seaisland.com) or call 1-800-SEA-ISLAND.

### **About Sea Island**

Since 1928, Sea Island has been known as an exceptional destination appealing to those who appreciate gracious service and heartfelt hospitality. With four Forbes Five-Star experiences – The Cloister at Sea Island, The Lodge at Sea Island, The Spa at Sea Island, and the Georgian Room restaurant – Sea Island entices families, outdoor enthusiasts, and those simply wanting to refresh. It is the only resort in the world to have received four Forbes Five-Star awards for 13 consecutive years. As the only U.S. resort to host a G-8 Summit of world leaders, Sea Island provides exceptional settings and service for conferences and executive retreats.

Located on the southeastern coast of Georgia, Sea Island features five miles of private beach, a Beach Club, tennis center, Yacht Club, Shooting School, and children's programs, as well as three championship golf courses, including Seaside and Plantation, home of the PGA TOUR's RSM Classic. Located on St. Simons Island, The Inn at Sea Island offers casual accommodations with access to many Sea Island amenities. Broadfield, a Sea Island Sporting Club and Lodge, offers seasonal hunting and fishing opportunities.

Sea Island continues to add to its legendary offerings including a bowling alley and pub at the Beach Club and refreshed rooms in The Cloister. Recent enhancements at The Lodge include seven cottages, an oceanfront pool, pool house, an 18-hole putting course, a 17,000-square-foot, state-of-the-art Golf Performance Center, and complete redesign of one of the golf courses by PGA TOUR player and local resident Davis Love III and his brother, Mark Love, of Love Golf Design.

Those seeking adventures in the spirit of the American west may choose to visit The Broadmoor, the other member of the Sea Island family. Opened in 1918 and situated at the gateway to the Colorado Rocky Mountains in Colorado Springs, The Broadmoor is the longest consecutive winner of the Forbes Five-Star and AAA Five-Diamond awards. Like Sea Island, the resort offers guests a unique way to experience one of the country's most beautiful settings, and is known for its history, tradition, and service excellence.

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