



**FOR IMMEDIATE RELEASE**

**Physical and Mental Fitness in Focus at  
Sea Island's Renowned Golf Performance Center**

SEA ISLAND, GA – From golf balls crowded with dimples to club heads the size of coconuts, golfers are inundated with innovation aimed at improving their game. Yet, with the caliber of play now higher than ever, such advancements are meaningless if you lack the physical and mental fitness necessary to excel on the course.

Enter the Sea Island Golf Performance Center. Boasting a top-flight faculty, advanced training technologies, and a distinctive, holistic and personalized approach to performance enhancement, the Golf Performance Center emphasizes not only motor skills but also mental skills, with a total body-and-mind approach to today's game.

Long gone are the days when all a golfer needed was a good swing. "These days, the demands of golf go well beyond mere driving and putting skills," said Randy Myers, Director of Fitness at Sea Island Resorts and one of the Golf Performance Center's team of performance specialists. "Players cannot expect to overcome golf's many challenges without peak physical fitness and mental focus."

Indeed, one look at the steely-eyed strongmen of Sunday afternoon golf broadcasts – Jonathan Byrd, Davis Love III, and Zach Johnson come to mind – and you know the days of wide-waisted golf phenoms are limited. As the level of play advances at the professional level, even weekend golfers are feeling the heat.

Myers and his Golf Performance Center colleagues – sports psychologist Dr. Morris "Dr. Mo" Pickens, Jack Lumpkin, Gale Peterson, Jared Zak, Daniel Gray, and putting specialist Phil Kenyon – offer a customized, multi-disciplined approach to playing proficiency.

On the fitness front, Myers emphasizes the role of flexibility in injury prevention, creating customized stretching programs for guests to follow on Sea Island's links and after their departure. Stretching is so important to the game in fact, that Myers developed The Randy Myers Golf Stretching Pole®, which has been approved by the U.S. Golf Association (USGA) for players to carry in their golf bag on the course. It is the only piece of stretching equipment allowed on the course.

At the Golf Performance Center, players are not just given a golf handicap; they are also given a personalized “fitness handicap,” a golf fitness assessment developed by Myers. Assessing a player’s fitness handicap allows Myers to prescribe a fitness program to strengthen a player’s game.

Pickens focuses on the “mental game,” using on-course observation and personal sessions to size up individual golfers and provide them with the tools to think effectively, practice purposefully and play optimally no matter the pressure.

And close to the hole where it really counts, Shannon combines a formidable instructional presence with the latest technology to help golfers improve their short game. Shannon’s proprietary, multi-level Laser Optics Putting Improvement System® removes the guesswork from any putt, and a DVPutt® computer system is utilized to engrain consistency on the green.

Beyond the physical and mental aspects addressed by the Golf Performance Center team, players can look forward to professional club fitting services, swing evaluation with state-of-the-art technologies, and expert feedback from the center’s highly rated instructors, including some of the country’s finest teachers.

Assessment and instruction from Sea Island’s Golf Performance Center are the best ways to assure you play your best – regardless of what the course throws your way.

For additional information on Sea Island’s Golf Performance Center or to make reservations, call 855-231-6761 or visit the web site at [www.seaisland.com](http://www.seaisland.com).

### **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.

**Media Contact:**

Laura Lopez / Samantha Silvas  
MMGY NJF  
seaisland@njfpr.com  
212-228-1500