

FOR IMMEDIATE RELEASE

The Wilderness at Fortune Bay Celebrates Third Annual #PDWeek

KemperSports launches #PDWeek – will offer complimentary golf lessons to beginners or people re-entering the game at all properties

Tower, MN June 06, 2016 – The Wilderness at Fortune Bay announced today that they will host their third annual #PDWeek (Player Development Week) from June 20-27, 2016. To commemorate the week-long celebration, The Wilderness at Fortune Bay will be offering free 15-minute lessons from staff instructors to all new golfers.

The inaugural celebration, which started in 2014, saw more than 3,500 interactions with new golfers at KemperSports courses across the country. That number was nearly doubled in 2015 by interacting with 6,288 new golfers, and more than 16,000 touches on social media.

#PDWeek is the cornerstone and celebration of KemperSports' Player Development Program – a proprietary initiative built to provide tools and best practices to a portfolio of more than 120 public, private and resort golf courses around the country. The program is geared to deliver innovative ways to reach an entire demographic of non-golfers.

“As avid golfers ourselves, we are passionate about the game of golf,” said general manager Tom Beaudry “#PDWeek gives us the opportunity to share of love of the game and hopefully introduce the game to a generation of non-golfers.”

With the belief that golf is not only our job, but our passion, The Wilderness at Fortune Bay takes personal pride in its mission to help grow the game and share our love of the sports with new and former golfers. Guests at The Wilderness at Fortune Bay are encouraged to use the hashtag #PDWeek to show their support of the program and their love of the game of golf.

For more information on #PDWeek, visit golftthewilderness.com

About the Wilderness at Fortune Bay

Owned by the Bois Forte Band of Chippewa and operated by KemperSports Management, this highly acclaimed Northwoods golf getaway is renowned for its wild beauty and exceptional amenities, making it a shining star in Minnesota. The Wilderness is part of Minnesota's premier resort destination Fortune Bay Resort Casino.

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