



FOR IMMEDIATE RELEASE
March 24, 2014

For More Information:

Barry Owens, GM

(989) 731-8400 bowens@treetops.com

Susan Wilcox Olson, Media Relations

(231) 590-5930 susan@cherryfestival.org

2014 Is the Year to Play Pure Michigan's Treetops Resort!

Nationally Acclaimed and Michigan's Most Spectacular Resort for Golf, Ski & Spa

FIVE Spectacular Golf Courses – One Spectacular Resort

Great Golf Escapes Starting at \$90 Per Person

GAYLORD, MICHIGAN – Arguably one of the best collections of golf in the Midwest and beyond, Treetops Resort features 81 championship holes and five distinctly different courses designed by golf greats including Robert Trent Jones, Sr., Tom Fazio and Rick Smith. Treetops is home to North America's Number One Par 3 course – *Threetops*, a not to be missed round of golf; one that is on most golf enthusiasts "must play bucket list". Threetops, the Par 3 Course is consistently ranked the No.1 Par 3 Course in America by Golfweek, Golf Magazine and Golf & Travel.

Ring true to golf editors nationally, and to guests from near and far; Treetops Resort offers spectacular views and superior playing conditions and great value, all in an inviting resort atmosphere.

Named to the prestigious list of the '**Best 121 Golf Resorts in the World**' by Conde' Nast Magazine. Treetops golf course conditions received a 100% grade - among only a few in the world ranking.

Holding true to that distinction, Treetops Resort is offering an overnight stay and 18 holes of golf for as little as **\$90 per person** (plus taxes & fees). "We are offering this

spectacular golf package rate so that golf enthusiasts with any budget in mind can enjoy our nationally ranked golf gems,” said Barry Owens General Manager. The **Spring/Summer Spectacular Golf Package** ranks among the most affordable not only in Michigan and the Midwest, but nationally.

Choose from the Rick Smith Signature Course, which is ranked among the top 100 resort courses in America by Golfweek, the Robert Trent Jones Sr. designed Masterpiece is one of the courses that launched the Northern Michigan Golf movement, making it a leading golf destination, Michigan’s only Tom Fazio-designed course called the Premier, the Smith-designed Tradition and the Smith-designed Threetops, which is widely regarded as America’s best par 3 course.

This Season’s Great Golf Escapes Include:

The Unlimited Golf Package

This package, starting at \$129, includes one night’s stay in the best available hotel room, one breakfast voucher, unlimited golf from arrival to departure on the Masterpiece, Premier, Tradition and Threetops courses with golf carts as well as use of the driving range prior to tee times.

It is available from April 25 to May 30, excluding May 16-17, and is also available from Oct. 1 through the end of the season. The per-person rate is based on double occupancy and subject to availability.

The Couples Package

This package includes one night lodging in a King Suite, a breakfast for two, a dinner for two and 18 holes of golf for two. A round of golf can be replaced by a spa pedicure, a spa manicure, sports pedicure, spa “Man”icure, upper back and arm massage, two chair massages or a scalp massage treatment.

The Couples midweek package starts at \$299 and the weekend packages starts at \$399. Both are priced per couple and based on availability.

The Traditional Stay and Play Package

This affordable package includes one night of lodging, one round of golf with cart on the Tradition course and breakfast is even included. Rates start at \$90.

The Stay and Play Package

This package includes one night of lodging, one round of golf with cart on your choice of the Masterpiece, Premier or Signature and a breakfast voucher. Rates start at \$115.

The Championship Package

This package includes two nights of lodging, four rounds of 18 holes with cart on your choice of the Masterpiece, Premier, Signature and/or Tradition as well as two breakfast vouchers. Rates start at \$215.

Each Great Golf Escape Package can be customized to the guest's exact specifications by adding rounds of golf, additional nights, meals, and even spectacular spa services.

"We invite golfers of all abilities from novice to expert to experience the variety of golf at Treetops. Moreover, our nationally recognized Rick Smith Golf Academy caters to all experience levels. In-fact, we have learning programs catering not to just individuals but families and groups too. Our family program is unique to our academy. Rick's expertise on a national PGA level brings techniques forward to our teaching staff, which makes the Academy program perfect for that experienced golfer looking to hone their competitive game as well," Owens went to say.

With its majestic rolling hills and natural valleys overlooking the Pigeon River Valley, Treetops Resort is the name by which all other courses in Michigan and beyond are measured. The resort is home to Robert Trent Jones, Sr.'s final design in Michigan; the Masterpiece course is largely acknowledged as the architect's crowning glory. The equally magnificent Premier course is the only course in Michigan designed by the famed Tom Fazio. The Signature course is rated a Top 100 Resort Golf Course. The Tradition course bears its name by the 'traditional' wooden pins and pennant flags paying homage to golf's origin.

Things to know:

Region: Northwest Michigan – In the heart of Pure Michigan

How to Get Here: Daily flights to Cherry Capital Airport, Traverse City, Michigan (TVC) mainline and connecting flights on American Airlines, Delta Air Lines, and United Airlines. Non-stops from Atlanta, LaGuardia, Detroit, Chicago.

Related Onsite Offerings:

- Treetops Resort is home to the Rick Smith Golf Academy, Michigan's only three-time, Top 25 golf school
- Resort Dining, Culinary Excursion Events Monthly, and Family Dining amenities
- Michigan's Largest Craft Brew Selection @ the 'Sports Bar' – Over 80 Michigan Craft Beers are served daily. Full Selection of over 100 bottles beers from around the World
- Full Service Spa – Relaxation & Rejuvenation – 'Spa-Cation' Packages Year Round
- Fitness Center and Two Swimming Pools

Fun facts:

In the winter, Treetops Resort offers some of the finest terrain in the Midwest for downhill skiing and snowboarding. The resort features 23 ski runs. The Midwest's Only Big Air Bag for trick enthusiasts perfecting their moves. Michigan's Most Family Friendly Ski Resort.

To reserve a Treetops Resort Getaway visit www.treetops.com or call (888) TREETOPS.

#