



IMMEDIATE RELEASE

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**QUAIL CREEK CC IN SW FLORIDA ANNOUNCES
'A TASTE OF QUAIL CREEK' ON JANUARY 20, 2019
TO BENEFIT FAIRWAYS FOR FREEDOM™**

(NAPLES, FL). – Quail Creek Country Club announced today that it will host “A Taste of Quail Creek” on January 20, 2019, so the club’s members and prospective members can learn more about what Quail Creek has to offer, particularly in light of its \$18.5 million renovation project, which is now underway. A portion of the proceeds generated during the event will benefit Fairways for Freedom™, a nonprofit public charity that is dedicated to improving the lives of combat-injured veterans through the game of golf and other holistic therapies.

“A Taste of Quail Creek” will take place from 11 am to 2 pm on the fairway of the first hole of the club’s Creek Course, featuring a vintage and modern car show, wine and beer tastings, an array of food trucks, hors d’oeuvre stations by ACF Chef of the Year Scot Ross, live entertainment by the Edith Diamond Band, golf and tennis prizes, activities for kids, and a Wellness Booth by QCCC Fitness, Wellness & Spa featuring a Blue Zones representative and chair massages. The price is \$100 for adults, \$20 for ages 13-20 and free for children 12 and under.

The mission of Fairways for Freedom™ is to provide combat-injured veterans with instruction and practice in evidence-informed, clinically tested, self-regulation techniques; **(Click here to open)**



Artist's rendering of the future Quail Creek Country Club.

opportunities for therapeutic, recreational and community-building social activities; training on healthy lifestyle choices; and education about community-based veterans resources for post-retreat reintegration. FFF's goal is also to connect leaders in the business community (Ambassador/Donors) with combat-injured veterans through the game of golf. Business professionals serve not only as sponsors to the veterans, but also as mentors, and, in turn, learn what true sacrifice is all about.

Groundbreaking for Quail Creek's extensive redesign began in December and will offer a new cutting-edge approach—unique in country club settings—that blends dynamic fitness training with top-level golf and tennis instruction, all in a user-friendly, socially active environment. The entire golf, tennis, fitness and leisure operations will be interfaced under the direction of certified physical



Already the new design at Quail Creek Country Club is stimulating real estate sales at Quail Creek Estates. The innovative renovation allows teaching professionals a 180-degree view of the golf and tennis practice facilities.

trainers working in concert with the club's PGA, LPGA and USPTA instructors. Under the watchful eye of Director of Golf Mike Dero, Head Golf Professional Jon Balyeat, and Tennis Director Jon Call, the pro shop will have a 180-degree viewing access of the range and tennis courts to facilitate monitoring instruction and fitness.

"We have taken a very aggressive fiscal and creative approach to position the club positively for generations to come, says QCCC president Jim Clayton. "Our mission is to enable our members to play better and longer at whatever sport or activity they choose, whether that's golf or tennis or the newly popular pickleball."

General Manager and COO Don Hunter notes that one of the goals at QCCC is to differentiate it as the best amateur/recreational player-support club in the area for the growing retirement market. "This directly impacts the club's real estate sales and positions QCCC to attract the next wave of retirees (ages 55-65) who plan to move to the Naples area and purchase a home," he says. There are 650 Golf and Social/Sports members at QCCC, many of whom live on property. Early reports indicate they are excited about the future of the club, including the positive stories they are hearing regarding real estate sales. That forward thinking will go hand-in-hand with QCCC's innovative and new direction.

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