



GREEN GOLF PARTNERS ADDS LIFESTYLE MARKETING EXPERTISE OF REKREATION MARKETING TO EXPAND MARKET FOR BELLEVUE BILTMORE GOLF CLUB

BELLEAIR, FL and INDIANAPOLIS, November 24, 2015 -- Green Golf Partners (GGP), one of the nation's leading golf course management and development companies, has partnered with Florida-based Rekreation Marketing to expand marketing opportunities for GGP's Bellevue Biltmore Golf Club in Belleair, Florida.

The historic Bellevue Biltmore golf course was designed in 1925 by famed golf course architect Donald Ross and opened as the Pelican Golf Club. GGP recently unveiled the newly refurbished course, enhancing Ross' original, 6,614-yards, par-71 layout with more than \$350,000 in improvements that include renovation of all 59 course bunkers with new drainage and sand, along with new sod and new tee boxes on holes #6, #8 and #12. The Bellevue Biltmore's greens are now comprised of Tiff Eagle Bermuda grass mowed to run smooth and true.

"Our goal is to further elevate Bellevue Biltmore Golf Club's already revered status as one of the finest courses in Tampa and all of Florida," said Zack Vervaeke, GGP General Manager of Bellevue Biltmore. "Rekreation Marketing understands the sophisticated Florida sporting market and will bring additional value to GGP's efforts to add additional luster to this great golfing gem for members, guests and visitors alike."

Other improvements at Bellevue Biltmore Golf Club include a new restaurant theme-concept and menu at the 1501 Bar and Grill and a renovated golf shop with BBGC logo apparel and accessories as well as such noted golf product lines as Under Armour, Greg Norman, Footjoy, Bermuda Sands and Peter Millar.

Bellevue Biltmore expects to utilize Rekreation Marketing's lifestyle marketing expertise and knowledge of the vast Florida sports and recreation industry to further highlight the finest golfing experience in the greater Tampa Bay area.

"We admire Green Golf Partners for taking a leading role in delivering best-in-class facilities," said Andrea Barone, Director of Strategic Marketing and Partnership Programs for Rekreation Marketing. "Their continued dedication and commitment to stronger consumer relations will underscore Bellevue Biltmore's reputation as one of the finest golf clubs in the entire Southeast." Andrea added, "Through a sophisticated marketing strategy that includes relevant marketing platforms, we intend on helping the Bellevue Biltmore Golf Club make a significant impact on the Florida golf market."

About Bellevue Biltmore Golf Club

With a prestigious history steeped in tradition, the Bellevue Biltmore Golf Club is committed to the total golf experience. The club features a picturesque championship course, skilled PGA golf professionals and personal club service. Designed by world-famous golf architect Donald Ross, the Bellevue Biltmore Golf Club has been an American favorite since 1925.

The par-71, championship 18-hole course offers a challenging and scenic golf experience for the serious golfer and the weekend player alike. Its staff makes sure to have the best-conditioned golf course anywhere in Florida. The golf course features sharply cut cups, properly aligned tee blocks and bunkers groomed every day. The Bellevue Biltmore Golf Club has a variety of memberships to make golfing fun, memorable and affordable. For more information, go to www.bellevuebiltmore.com



About Rekreation Marketing

Rekreation Marketing is a full-service advertising and marketing firm that bridges brands with consumers through sports and recreational lifestyle activities. With more than 50 years of combined experience in working with the nation’s top brands, Rekreation Marketing specializes in strategic planning and creative development, as well as program management and measurement for the clients it serves. Rekreation Marketing’s clients include golf course facilities across the nation, the SFPGA, automotive, health care, legal, political and international shipping brands. Visit <http://rekreationmarketing.com> for more information.

About Green Golf Partners

Green Golf Partners is one of the fastest growing golf course management companies in the United States. The senior management team, with over 100 years of experience combined, is considered to be some of the leading golf course management experts in the game of golf in the world. The entire Green Golf Partners team believes that celebrating the game and emphasizing fun are critical to the long-term success at the projects which they develop.

The Green Golf Partners portfolio features courses in five states across the country, including such notable properties as Kemper Lakes Golf Club in Kildeer, Ill. and the Bellevue Biltmore Golf Club in Belleair, Fla. For more information, go to www.greengolfpartners.com.

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