

## **The Masters Tournament, the R&A and the USGA bring new opportunities for Latin America**

The Latin America Amateur Championship is getting closer -*the tournament where the best amateur golfers from Mexico, the Caribbean and South America will play and whose winner will participate in the 2015 Masters-* the expectations have been growing exponentially. This event has generated great interest among its stakeholders. The stature of the three bodies that promote this important event, the Masters Tournament, The R&A and the United States Golf Association (USGA), which together constitute the most important golf institutions in the world, makes words unnecessary. *“This truly is a joint endeavor and it's a significant milestone in our friendship with these organizations. Indeed, it's marvelous that the three Majors who have long supported amateurs playing in the respective events right beside the world's great touring professionals are now coming together to really promote golf on an amateur level here in Latin America. I think what this championship ultimately will encourage more golfers in all countries and it's going to create heroes,”* commented Mike Davis, Executive Director of the USGA.

In order to promote the development and growth of golf, basic premises of these organizations, they have been working together many years in order to shape this event. After the success of the Asia-Pacific Amateur Championship, the timing is right for Latin America. *“We established this tournament in Asia and winner the caliber of Hideki Matsuyama and Guan Tianlang have already made an impact with fine performances in major championships and in tour events, and we look forward to similarly talented players emerging here in Latin America,”* said Peter Dawson, The R&A's Chief Executive. *“I think what we are trying to do here, is repeat that success by a close liaison with all the countries in the Latin America region, encouraging them to send their best young players to this championship, and as a result of which, we think that these young players will be looked upon by other aspiring golfers in the region, encourage those people to play more golf. And I think, also, bring Latin America closer to the wider world of golf, which I think is an important objective of this initiative.”*

Undoubtedly, the growth of golf in the region in the last years was promoted by Ángel Cabrera, Argentinian, winner of 2007 US Open and 2009 Masters Tournament who became an inspiration for Latin America golfers. Also, the Paraguayan Carlos Franco, the Colombian Camilo Villegas, the Argentinian Andrés Romero and the Venezuelan Jhonattan Vegas, all of them PGA TOUR winners and successful professionals, have helped to the growth of the sport. All of these elements are essential in the process of creating future champions who turn into heroes for millions of youngsters. This is the main objective of this great undertaking, the Latin America Amateur Championship. Billy Payne, Chairman of Augusta National Golf Club and the Masters Tournament, added: *“Five years ago, we began a similar initiative in Asia, an event which was established with a goal of identifying heroes; heroes who would inspire others to take up the game. We have proven through this Asian initiative that golf can create role models; role models who, given the competitive opportunity, will emerge themselves as great players. And so today, we take another exciting step as we attempt to do better, than what we have accomplished in Asia, here in Latin America.”*

The final countdown has started for the Latin America Amateur Championship and all and every amateur in the region is getting ready for this great day, in Pilar Golf Club, January 15<sup>th</sup> to 18<sup>th</sup>, 2015. This event will be a turning point for golf in the whole region. A championship organized with the invaluable support of these three organizations, which are milestones of golf such as the Masters Tournament, The R&A and the USGA.