



FOR IMMEDIATE RELEASE

Utah Valley Launches Hole in One Promotion

ParPass Provides Access to 11 Premier Golf Courses Throughout Utah Valley

PROVO, Utah – April 21, 2010 – The Utah Valley Convention and Visitors Bureau (UVCVB) today announced the launch of its 2010 ParPass golf promotion package. The ParPass allows Utah Valley visitors to tee off at 11 premier public golf courses at a price many golfers won't be able to refuse.

The 2010 ParPass gives golfers access to all 11 public golf courses in Utah Valley, including Thanksgiving Point Golf Club, designed by Johnny Miller, and TalonsCove at Saratoga Springs, which hosted the 2005 and 2006 Utah Open. The ParPass offers up to a 30-day advance tee time, 18 holes of play, golf cart rental, discount on club rentals and small bucket of balls.

“From Payson to the Point of the Mountain, Utah Valley provides a rich array of links-style, mountain and championship golf courses,” said Joel Racker, President and CEO of Utah Valley Convention and Visitors Bureau. “Our 2010 ParPass provides an opportunity for visitors to come stay in local hotels and play golf at any of our incredible courses for a value packaged rate. The ParPass is an enjoyable option for weekend getaways, business gatherings, family vacations and many more occasions.”

Golf courses participating in the ParPass package include Cascade Golf Center, Cedar Hills Golf Club, Fox Hollow Golf Course, Gladstan Golf Course, Hobble Creek Golf Course, Spanish Oaks Golf Course, TalonsCove at Saratoga Springs, Thanksgiving Point Golf Club, The Links at Sleepy Ridge, The Ranches Golf Club and The Reserve at East Bay.

Golf attractions add to Utah Valley's list of exceptional outdoor offerings. “Utahns are well aware of the tremendous impact skiing has had on the state's economy throughout the years,” said Jeff Robins, President and CEO of Utah Sports Commission. “We feel the quality and affordability of golf in Utah is something that will attract players from across the country.”

The ParPass can be purchased at hotels and resorts throughout Utah Valley, online at UVCVB's website UtahValleyParPass.com, online at the state of Utah's official golf website PlayUtahGolf.com, or at the UVCVB Visitor Center in Provo. Once purchased, the ParPass is not refundable.

For more information about the 2010 Utah Valley ParPass, visit www.UtahValleyParPass.com or call the Utah Valley Convention and Visitors Bureau at (866) 626-3603.

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