



PRESS RELEASE

FOR IMMEDIATE RELEASE

Apr 17, 2010

Mesquite Amateur To Draw International Flair

The eighth annual Mesquite Amateur golf tournament at eight courses May 31-June 4 will attract about 800 competitors with such a strong attraction that it includes several entries from other countries including Canada.

Sponsored by Golf Mesquite Nevada along with the Mesquite Resort Association, the event will be played at the CasaBlanca, Palms, Falcon Ridge, Oasis Palmer, and Oasis Canyons, along with two courses in St. George (the Ledges and Coral Canyon) and another at Coyote Springs, located southwest of Mesquite.

"They will be coming from all over the country and many are coming from other countries," said Cody Law, the executive director of Golf Mesquite Nevada.

"People love coming to Mesquite especially considering the golf courses that we have here and the tournament is a lot of fun.

"We are the second largest amateur tournament in the country. What makes ours so unique is that the majority of the courses are 5-10 minutes from one another. With many of the other amateur tournaments, players have to drive to the other courses."

Law, 28, a native of Boise, Id., whose father, Doug, is the chief of police in Mesquite, moved to Mesquite 10 years ago.

He may have one of the best jobs in the country, especially when it comes to his involvement with the Mesquite Amateur.

"We do have some of the nicest courses in the country," said Law, who graduated from UNLV in 2006 with a degree in business finance.

"Mesquite has always been a value destination and this particular tournament is popular with the players for many reasons including the parties each evening."

“The players really have a good time at the parties,” Law said. “We have great catered food along with entertainment. In addition, the players get the chance to see themselves from the day’s play on the big screen. It’s a very fun atmosphere.”

Law added that the tournament fills up Mesquite during what otherwise would be a dead week.

“The best marketing tool out there is word of mouth,” Law said. “We have a chance to showcase our courses and hotels to about 1,000 people during the Mesquite Amateur and then they go home and talk about it with their friends. That’s how we benefit from it.”

Others who are part of Golf Mesquite Nevada are Brian Wursten of Falcon Ridge Golf Club and Scott Sullivan of Oasis Golf Club. The event is a huge benefit for all involved including Golf Mesquite Nevada.

“Not only is it a great event and one of the largest amateur events in the nation but it exposes Mesquite to all areas of the country,” Wursten said. “People come from everywhere to play in this tournament.

“For the local economy, people have to eat and sleep somewhere. They are spending money in Mesquite and that is invaluable to the city. Most everyone is here for five days. In fact, a number of players who have entered the Mesquite Amateur in the past have bought homes here.”

Sheila Stevenson of Round Mountain, Nev., shot a final round 84 combined to become the first woman to win the tournament last year.

The tournament is the brainchild of Black Gaming Director of Sales Ann Sunstrum.

Further information can be found by visiting www.mesquiteamateur.com, www.mesquiteamaeurblog.com/blog; or www.golfmesquitenevada.com or by calling Black Gaming Sporting Events Manager Christian Adderson at 888-711-4653, Ext. 51.