



MESQUITE GAMING



PRESS RELEASE

Demo day, amateur tournament prove to be the ideal combination for the Casa Blanca Golf Course (Feb. 15,2012)

A chance meeting between CasaBlanca Head Golf Professional Mary Ochs and Nike Golf sales representative Pete Rericha resulted in a well-received demo (demonstration) day Feb. 9 at the CasaBlanca Golf Course.

Throw in the fact that Golf Mesquite Nevada hosted the Golf Week Amateur tournament that attracted about 40 players during glorious weather conditions and the end result was an invaluable experience as it related to both business and the latest in the sports equipment.

“We had a fantastic day,” said Rericha, who has lived in Las Vegas for only seven months after moving from outside of Portland, Ore. “I was introducing myself to the Mesquite golf community and this was the perfect way to do that.”



Rericha said the day included demonstrating product with a purpose meaning that golf enthusiasts are encouraged to test their own equipment against the latest that Nike has to offer.

“We have a launch monitor that records spin rates and ball speeds,” he said. “Ball speed equates to distance and we’re confident in the performance of our new VR_S line of clubs, so we welcome the head to head competition. We were able to get a lot of folks through the day. In fact, we had a line of people who waited

patiently to partake in the Speed Trial.”

Rericha said the demo day worked well for Nike. One person in particular stood out.

“We had a fella named Fred who was at least 80 years old,” said Rericha, who said the man usually plays the CasaBlanca Golf Club. “Fred hit the ball well and you could tell that he enjoys the game. It was refreshing to see a gentleman of his age staying active in the game.

“There is a real science to this,” he said. “From the East Coast to the West Coast, there are speed trials being conducted by every Nike Golf rep in the country, with the intention of turning any Nike golf skeptic into a believer.”

Rericha said Nike offers junior sets of irons for youngsters all the way through every age category for boy and girls; and men and women.



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Rericha said the golf courses in Mesquite are beautiful.

“What I like the most about the courses in Mesquite are the horizons,” he said. “It’s the ever-changing cloud cover and the way the sun hits those clouds that makes it feel as though you’re on a place that you have never been to before.

“I have played a lot of courses in the past 17 years and I am impressed with what Mesquite has to offer when talking about golf. The golf course business can be very challenging and I think the people in Mesquite have done an incredible job of creating a golf oasis.”

Cody Law of Golf Mesquite Nevada said the Golf Week Amateur tournament was a Golf Week Rater event. Raters from all over the country are chosen by the Golf Week publication.

“They were in town for four days playing the CasaBlanca, Sand Hollow, Falcon Ridge and Oasis Palmer courses,” Law said. “They will rate the courses and see how they rank them with other courses around the country. This is the first time we’ve had an event with them and we’re hoping they’ll come back again to see the other courses that they won’t see on this trip.”

CAPTION

Pete Rericha, Nike Golf sales representative of the Las Vegas Territory, spearheaded a demo day event presented by the company Feb. 9 at the CasaBlanca Golf Club.

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