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**CITRUS GOLF TRAIL MEMBERS ANNOUNCE INAUGURAL CITRUS GOLF TRAIL OPEN**

*New Tournament to Debut December 2021*

**SEBRING, Fla. (December 10, 2020)** — The member courses of Sebring’s Citrus Golf Trail (CGT) are launching an exciting new amateur golf tournament that will debut December 2-5, 2021 and be held annually.

The inaugural Citrus Golf Trail Open will be open to amateur men and women and will be played at the six courses that comprise the Citrus Golf Trail -- Pinecrest Golf Club, River Greens Golf Course, Sebring International Golf Resort, Sebring Municipal Golf Course and Sun ‘N Lake Golf Club’s Deer Run and Turtle Run courses.

Known as the Value Golf Capital of America, the Citrus Golf Trail features quality golf experiences at affordable prices. The tournament will showcase the region’s rich golf tradition and history as the member courses look to the future while giving a nod to the past.

“It is wonderful time in golf right now to announce this exciting new tournament that will shine a light on the great courses that make up the Citrus Golf Trail,” said Andy Kesling of the Citrus Golf Trail. “This announcement marks a culmination of hard work and collaborative efforts to provide exposure to this unique golf destination.”

Golf has been an integral part of the Sebring area since the 1920s. In December 1959, Pinecrest Golf Club, one of the six courses that make up the current Citrus Golf Trail, was the site of a televised match-play elimination golf tournament for one of the biggest purses in golf at the time of $171,000. The tournament was part of the "World Championship Golf” series of matches that were televised on the NBC TV network. Pinecrest also hosted the best men and women players in the world at the Haig & Haig Scotch Foursome tournament, which debuted in 1960 and was played in the area until 1964.

“We are thrilled to host the Citrus Golf Trail Open and showcase the Sebring area’s wonderful golf and vacation opportunities,” said Casey Hartt of Visit Sebring. “Sebring has hosted numerous world-class sporting events over the years, and we are looking forward to adding this golf tournament to our resume of events and highlighting our special part of Florida.”

The tournament will also have a charitable component to support local young people interested in golf. The Boys & Girls Club of Highlands County will receive a portion of the tournament proceeds to establish a First Tee Community Program, an initiative that helps empower kids and teens to build their strength of character through golf.

“Golf is a sport that teaches its players some of life’s most valuable lessons, such as honesty, patience, problem solving, building self-confidence, focus and hard work,” said Dave Cornuet, Executive Director of the Boys & Girls Club of Highlands County. “Learning to play golf will help our local youth become better people in every part of their lives.”

Registration for the 2021 Citrus Golf Trail Open will begin January 1. Additional information about the event, including fees and format, will be announced in the coming weeks.

To learn more about the Citrus Golf Trail, please visit: [www.citrusgolftrail.com](http://www.citrusgolftrail.com)

**ABOUT CITRUS GOLF TRAIL**

Sebring’s Citrus Golf Trail, located just 60 miles south of Disney World, is a collection of great golf courses offering incredible value, unique history, fantastic golf, and the friendliest service anywhere. Dubbed the “Value Golf Capital of America,” the Sebring area is one of the most affordable golf destinations in the country, even in peak season, where golfers can stay and play for as little as $99 per person per night including room, golf, and complimentary breakfast.

With courses that build on the natural beauty of south central Florida (picture moss-covered oaks, orange groves, freshwater lakes and preserves that provide a picturesque backdrop), golfers may find it difficult to keep their eyes on the ball. Wet and dry, sandy, and woody conditions combine to create challenging and fun courses for any skill level on Sebring’s fairways.

**ABOUT SEBRING**

In the Sebring area, you will find 100+ crystal clear lakes for fishing and boating, more than a dozen of Florida's most affordable golf courses, one of Florida’s oldest state parks, and a reminder of why everyone loves authentic Florida. Our gently rolling hills, orange groves and charming small towns make this a relaxing country getaway with a great central Florida location. For more information about Sebring, please visit [www.VisitSebring.com](http://www.VisitSebring.com) or call (800) 545-6021.

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