



The Architect's Nine

FOR IMMEDIATE RELEASE - Nine Top-Tier Public Courses Join Forces To Offer National Membership

CHATTANOOGA, TN (May 8, 2017) - Rob Collins, the architect and operator of Sweetens Cove Golf Club has entered into an agreement with the management of eight other courses to offer an unprecedented nationwide membership called “**The Architect’s Nine**”.

The nine courses include:

TOBACCO ROAD (Pinehurst, NC) - Designed by Mike Strantz. *Golf Course Architecture’s* #50 -Top 100 in the world. *Golf Digest* - #71, Top 100 Public Courses, *Golf* - #88, Top 100 Public. *Golf Magazine* - #6, Best in State. *Golfweek* - #7 Best in State

SWEETENS COVE (Greater Chattanooga, TN) - Designed by the firm of King-Collins, *Golfweek* listed this course at #59 on its Top 100 Modern Courses and named it the #1 Best Public Course in Tennessee. It also earned the highest average rating of all golf courses in TN, AL, MS, and LA in Tom Doak’s Confidential Guide to Golf Courses.

CALEDONIA (Greater Myrtle Beach, SC) - Designed by Mike Strantz, *Golf Magazine* included this at #29 on their Top 100 Public Courses and #3 Best in State. *Golf Digest* rated Caledonia at #73 on their Top 100 Public Courses list. *Golfweek* called it #5 Best in State.

TRUE BLUE (Greater Myrtle Beach, SC) - Also designed by Mike Strantz, this course claimed the #77 spot on *Golf Magazine’s* Top 100 Public and #6, Best in State. *Golfweek* also called it the 6th best in the state.

WINE VALLEY (Washington State) - Designed by Dan Hixson. Rated #3, Best in State by *Golf Magazine* and #3, Best Public Course in the State by *Golfweek*.

WILD HORSE (Nebraska) - Designed by Dave Axland and Dan Proctor, *Wild Horse* was included at #77 on *Golf Digest’s* Top 100 Public Courses, #89 on *Golfweek’s* Top 100 Modern Courses and the best public course in the state.

RUSTIC CANYON (Greater Los Angeles, CA) - Designed by Gil Hanse and Geoff Shackelford, this course made *Golf Magazine’s* Top 100 Public Courses list, was rated the 5th best public course in California by *Golfweek* and the #11 Best in State by *Golf*.

SOUTHERN PINES (Pinehurst, NC) - Designed by Donald Ross and ranked #14 Best in State by *Golf*, this is where the locals tell you to go play when you visit the cradle of American golf.

RACKHAM (Detroit, MI) - Also designed by Donald Ross.

Among these nine courses are six Top 100 public courses, three Mike Strantz designs, two Donald Ross designs, a Gil Hanse course and one Wine Country masterpiece. There is no other membership like it.

At a rate of \$210 per month, paid annually, membership at The Architect's Nine includes greens fees, a welcome package with tee gifts, 20% discount off rack rate greens fees for guests of members, a nationwide members forum, optional participation in an annual nationwide, season-long competition, and access to members-only merchandise.

The Architect's Nine club and its annual national competition are presented in association with the Sugarloaf Social Club, a small national group of golfers who are dedicated, among other things, to expanding access and awareness at historically and architecturally significant golf courses.

Ian Gilley, co-founder of the Sugarloaf Social Club said, "When Rob [Collins] approached us about partnering with them, it was obvious a lot of thought had gone into to he club and what they were trying to do with it. At that point, their club hadn't settled on a name or even a full roster of courses, but the bones were there.

"We are very much on the same page about what's important in golf. We love architecture, we love accessibility, and we love trying to help get people exposed to great places they might otherwise miss. And here are nine courses, among them some the best public venues in the nation and even for golfers in the regions where they're located, there isn't as much awareness as there should be. It's a great thing what The Architect's Nine is doing to raise awareness and it's a tremendous value proposition for the folks who can take advantage of it.

"If you're a public golfer in LA, this is a no brainer. Charlotte, NC and eastward, Chattanooga, TN, Detroit, MI - same thing. If you live up north, this gives you a membership you can justify to your family at several top tier southern winter destinations. If you visit the Pinehurst / Southern Pines area with any frequency whatsoever, this gives you two home clubs in the area and all of the networking and benefits that entails.

"For people who live or travel frequently in the regions where these clubs are located, it's a pretty unprecedented offer. From our perspective, giving folks a reason to take their sticks when they travel to Detroit on business is great for the enjoyment of the game. And if you like to visit the wine country every year, well now you also have a home course membership at a great track in that stunning countryside. It's a really well curated group of courses and the new members are going to be very lucky indeed."

Rob Collins, the founder of The Architect's Nine added, "Sugarloaf is a really small group of golf nerds (their description) and for lack of a better word, their editorial credibility in the golf space means everything to them. If they were going to put their name out there in association with something like this, they were adamant that the nine courses each be really special in their own right and that the membership offering was really going to provide value and increased accessibility. A9 delivered apparently and we're all very excited to see what comes next.

"One other important thing to note, in addition to playing privileges at each club, members of the Architect's 9 will have the option to take part in the Summer Tour, which will foster competition between club members from all over the country, with the top performer winning a membership to the 2018 edition of the Architect's 9.

"If the level of interest in this project is any indication, The Architect's Nine has the potential to change the way golfers think about golf club memberships and the role it can play in their games. The expanded, national networking opportunity, the camaraderie, the joy of travel and the top-notch quality of golf are truly unrivaled out there in the marketplace and we're really excited to see the model grow and enhance the game."

For more information, interested members of the public should visit www.TheArchitectsNine.com or send a note to MemberServices@TheArchitectsNine.com.

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