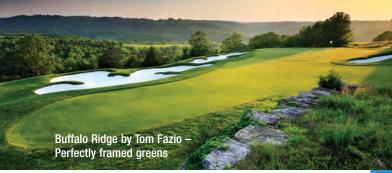
"A ONE-OF-A-KIND golf, social, entertainment and environmental experience the like of which has never been done." — TOM FAZIO

"THE LEGENDS OF GOLF is one of my favorite events to play in each year." — GARY PLAYER











A NEW DISCOVERY ON EVERY VISIT

Big Cedar Lodge, America's next great golf destination, prepares for the PGA Tour's Legends of Golf tournament.

IN THE HEART OF THE MISSOURI OZARKS (just south of Branson): Big Cedar Lodge is America's premier wilderness resort. A passion of Bass Pro Shops founder Johnny Morris, the 4,600-acre lakeside retreat connects the outdoors with a variety of nature-based activities, including fishing, boating, hiking, spa and wellness offerings—and golf.

Existing golf amenities include a Jack Nicklaus Signature par-3 course, a Gary Player short course, and Tom Fazio and Coore/Crenshaw championship courses. Next in the pipeline for a soft opening this fall is Payne's Valley designed by Tiger Woods.

A SHOWCASE TO THE WORLD

In April, the Bass Pro Shops Legends of Golf will return to Big Cedar Lodge. "Our goals with the competition are multifaceted," explained Kirk Elmquist, tournament director. "It's our opportunity to promote the resort, raise money for charity, highlight the beauty of the Ozarks, and have a little fun along the way."

Most resort activities incorporate the great outdoors, whether it's a round on the new Coore/Crenshaw designed course, a hike into Dogwood Canyon Nature Park, or boating on Table Rock Lake while exploring its 960 miles of shoreline.

"A couple of years ago, we were about to go live on the Golf Channel when a storm rolled in delaying play," recalled Elmquist. "When I had to break the news to our owner, Mr. Morris, his response capsulated his lifelong attitude."

"Do you know what's great about a rainstorm?" questioned Morris. "The fish will be biting!"

"His down to earth demeanor calmed and inspired me," reported Elmquist. "I strive to follow his always positive outlook.

"Big Cedar Lodge was named the No. 1 resort in the Midwest by *Travel+Leisure*," proudly stated Elmquist. "Our investment in golf has earned us the tag line, 'America's next great golf destination.'"

For more information, please visit BigCedarLodge.com.