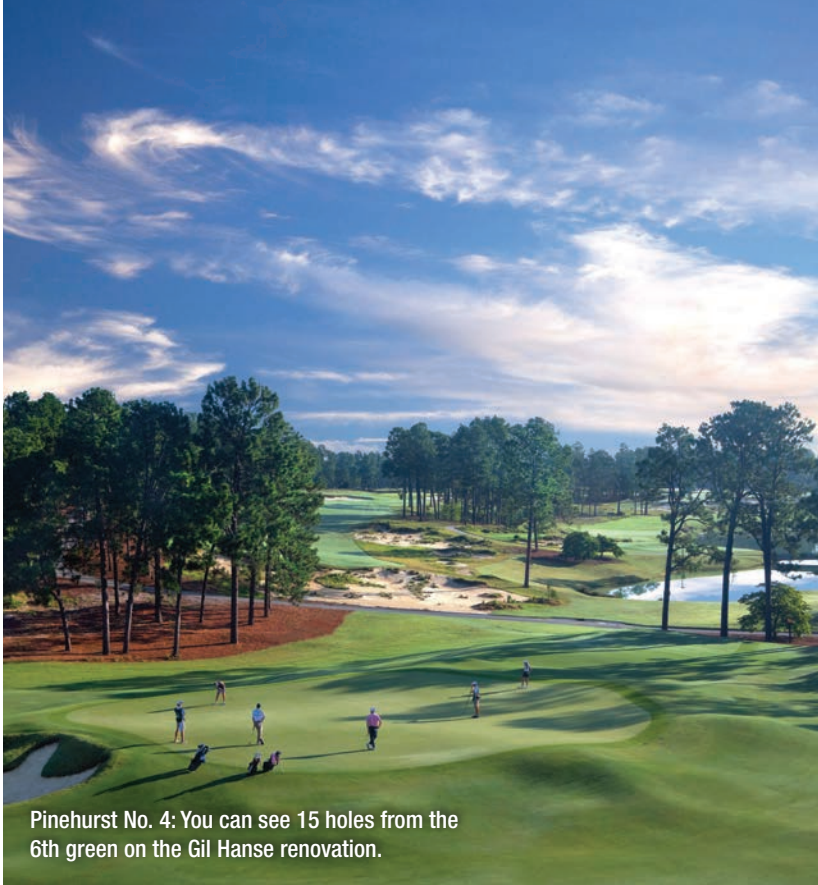
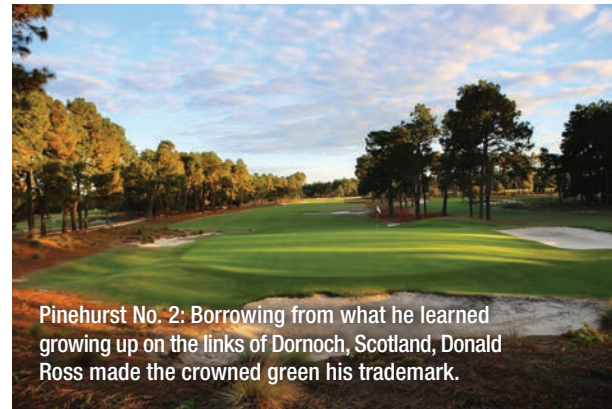


THE STORY BEHIND *Operation Woodpecker*



Pinehurst No. 4: You can see 15 holes from the 6th green on the Gil Hanse renovation.



Pinehurst No. 2: Borrowing from what he learned growing up on the links of Dornoch, Scotland, Donald Ross made the crowned green his trademark.

Pinehurst Resort and the USGA unite with a common goal.

PINEHURST, NORTH CAROLINA: The joint announcement between Pinehurst Resort and the USGA to establish “Golf House Pinehurst” was met with fanfare. In the coming years, a new equipment-testing facility, innovation hub, visitor center, and corporate offices will come online. In addition, Pinehurst Resort will host five U.S. Open Championship tournaments staggered through 2047.

“Our relationship with the USGA dates back decades with deep roots established long ago,” said Ben Bridgers, director of golf. “During negotiations, the project was named ‘Operation Woodpecker’ to keep details from going public until the time was right.

“I feel humbled to be a part of the resort’s historic growth. If you love golf, Pinehurst is for you. If you haven’t been here in a couple of years, we are not the sleepy place you may remember,” continued Bridgers.

“Several of our new additions have been runaway hits. The Deuce restaurant, strategically located behind the 18th green on No. 2, has a tradition that must be earned,” smiled Bridgers. “Should you make a two, on any hole, while playing our historic No. 2 designed by Donald Ross, you receive a commemorative deuce coin to mark the accomplishment.

“Another fun escape is a round at The Cradle—Pinehurst Resort’s nine hole, par-3 course. Music starts

course-wide at noon. Play isn’t complete unless you imbibe one of our signature drinks—The Pinecone—with a tasty mix of premium bourbon and lemonade.

“Another one of our new traditions is a hearty BBQ meal at Pinehurst Brewing Company, the resort’s long abandoned original steam plant reimaged, that has quickly become one of the most popular microbreweries in the Tar Heel State,” concluded Bridgers. “I’ll toast to that!” ■

For more information, on seasonal golf packages, please visit Pinehurst.com.

Did you know?

The origins of the Tar Heel nickname trace back to North Carolina’s prominence as a producer of turpentine and tar from the state’s plentiful pine trees.



The Cradle