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GRAND GENEVA RESORT & SPA TEES UP
FOR THE SPRING 2011 GOLF SEASON

“Stay and Golf Free” Promotion and TOUR Junior Academy Golf Camps
Kick Off an Exciting Season on the Grand Geneva Greens

(LAKE GENEVA, WI; March 18, 2011) – As snowy hills give way to rolling greens, [Grand Geneva Resort & Spa](#) welcomes guests to the start of its 2011 golf season. Named one of the top golf resorts in the United States by *Condé Nast Traveler* readers, Grand Geneva is celebrating the start of spring with the **“Stay and Golf Free” promotion**, which offers avid golfers a chance to experience all the resort has to offer, after a day of bogies and birdies on the campus’ two championship courses. This season, Grand Geneva is also proud to welcome the TOUR Academy’s Junior Golf Camp to the property.

“Stay and Golf Free” Golf Promotion

With this “hole in one” offer, golf lovers receive a one-night stay in one of Grand Geneva’s deluxe guest rooms and **two free rounds of golf**. This promotion is **available Sunday through Wednesday**, with a starting room rate of \$189 per night. Tee time restrictions apply.

TOUR Academy Junior Golf Camp at Grand Geneva

New for the 2011 golf season, Grand Geneva will welcome junior golfers to the TOUR Academy's Junior Golf Camp. Campers ages 10 to 17 will receive professional instruction on golf fundamentals, along with tips on how to improve their mental game. Grand Geneva Head Golf Professional Jason Boaz, who has over 15 years of professional golf instruction experience, will serve as the camp's director, with trained golf professionals acting as camp counselors.

Each day of the camp will offer intensive instruction on skills including putting, chipping, pitching, bunkers and full swing, as well as extensive on-course play with staff present to work on club and shot selection and course management. At the conclusion of each day, campers will enjoy programming such as guest speakers, seminars, movies, field games, swimming, and night golf.

The resort's two TOUR Academy camp sessions are scheduled to take place June 26-30, 2011 and August 7-11, 2011. The Overnight package, priced at \$1,495.00, includes all golf instruction, green fees, evening activities, housing, and all meals. A Commuter package, which excludes room costs, is available for \$1,095.00. For more information on TOUR Academy's Junior Golf Camp at Grand Geneva, please visit www.pgatourcamps.com/grandgeneva.aspx.

The Courses

Nestled in the storied Lake Geneva, WI, community, Grand Geneva is home to The Brute and The Highlands, two of the region's award-winning golf courses. The Brute stretches over 7,000 yards, boasting one of the most challenging layouts in the Midwest. Designed by Robert Bruce Harris, the course features a par-72 layout enhanced with 68 bunkers, and huge rolling greens averaging over 8,000 square feet.

With its picturesque landscape of scenic hills, trickling creeks and lush foliage, The Highlands instantly transports golfers to the hills of Northern Scotland. A shorter alternative to The Brute, the course was originally designed by Jack Nicklaus and Pete Dye, and was redesigned by Robert Cupp in 1996. Bob Lohmann played a major role in a 2006 beautification project that featured significant redesigns on holes 9, 12 and 15.

Guests can utilize the latest in golf technology to track their progress with Visage mobile GPS on all Grand Geneva golf carts. The Visage mobile GPS unit features an array of tools for improving golfers' games, right at their fingertips: full hole fly-overs, superior 3-D graphics, yardage/distances, live tournament scoring, and course maps.

About Grand Geneva Resort & Spa

Grand Geneva Resort & Spa is an award-winning all-seasons resort set on 1,300 acres in the legendary southeastern Wisconsin community of Lake Geneva, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property features 355 guest rooms; WELL Spa + Salon; two championship 18-hole golf courses; The Mountain Top, a three-chair/18-run ski and snowboard facility; 62,000 square feet of meeting and convention space; three restaurants; and a 4,100-square-foot executive airport.

Grand Geneva recently completed property-wide renovations, which included improvements to all guest accommodations, the outdoor pool deck and WELL Spa + Salon, and the addition of Embers Terrace, an outdoor fireplace experience.

Additional accommodations on property include the family-friendly Timber Ridge Lodge, featuring the 50,000-square-foot Moose Mountain Falls indoor/outdoor waterpark, 3,600-square-foot arcade, 3,500-square foot ballroom, and family barbecue restaurant. Grand Geneva is a wholly owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (800) 558-3417 or visit www.grandgeneva.com.

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