



For Immediate Release: February 10, 2010

SPRING MEANS GREEN AND GREEN MEANS GOLF!

To honour the upcoming season of green, which can't come soon enough, the Western Fair Entertainment Centre is pleased to bring Londoners the 15th annual **London Golf & Travel Show (February 20 & 21)**.

Many can't wait for green grass and golf to return to the beautiful courses in and around south-western Ontario, some of which will be represented at this year's event. A number of fresh, new, and favourite, elements are back; including a manufacturer's driving range, hole-in-one and longest drive contest, golf simulator, virtual golf, Kids Zone, demonstrations, plus the 19th Hole, a modified, licensed 'golf cart' where you can sip and survey the crowd and never leave the show floor.

Event organizers are very pleased to have five of the golf industry's top manufacturers at the show this year.



Talk to their representatives and test their latest equipment, on the driving range, at the show. An enticing selection of new equipment and fashions await!

Everyone likes to look good on the green, so don't forget to view the latest golf fashions at the event's most recent enhancement, a fashion show, full of the most up-to-date golf apparel for him and her. If that's not enough take a swing at 100' feet of driving range with Tech reps from our industry experts, or discover what ball is best for your swing, at Bridgestone's Ball Fitting display.

Parents, make sure to bring your young golfers to the show to enter the Pizza Pizza Putting Contest. Sink one in the hole and win a slice of pizza, sink two balls get a ballot to enter the day's draw for a \$100 Pizza Pizza Gift Card and those who sink 3 balls get a ballot for a shot at one of two sets of Junior Golf Clubs!

Get tips from the experts and see what's hot this season from local retailers Bob Martin's Golf and Fashion. Many other retailers and local golf courses on site to complete your shopping experience, offering 2010 product and show specials.

Stop by the Demonstration Stage for an informative session on mastering your swing or improving your short-game. While at the show why not plan your next golf vacation get-away with one of the travel destination representatives at the show.

Visitors to the show will have a chance to win a two year lease on a shiny new **2010 G37 Infiniti Coupe**, tricked out with all the latest technology if you can be the first to make four, 30-foot

putts, in a row. Plus, one lucky attendee will win a fantastic door prize of a golf getaway, for two, to Mississippi, sponsored by the State of Mississippi. So don't putter around the house when you could be at the London Golf and Travel Show. Stop by and get in gear for the green season!



2010 Dates and Times

Saturday, February 20th

10:00 am - 6:00 pm

Sunday, February 21st

10:00 am - 5:00 pm

Location:

Western Fair Entertainment Centre,
900 King Street, London Ontario

Admission:

\$8.00 Advance

\$10 @ Door

Children 10 & under are Free, when accompanied by an adult.

Parking:

FREE!

A complimentary shuttle service will be provided from Western Fair Parking lots to each of the buildings.

Show Entrances:

Progress Building North & South Side

-30-

For more show information please contact:

Jenny von Ruczicki-McGill

London Golf and Travel Show Manager

Western Fair Association

(519) 438-7203 EX 226

jennyvon@westernfair.com

To arrange for media interviews:

Heather Blackwell

Corporate Affairs Manager

Western Fair Association

(519) 438-7203 EX 261

hblackwell@westernfair.com