



## ***Big Break X: Michigan Offers Lucrative Rewards*** **PGA TOUR and LPGA Tour exemptions at Stake**

ORLANDO, Fla. (Aug. xx, 2008) – *Big Break X: Michigan's* winning team will be rewarded with a prize package that is highlighted by an exemption to play in a PGA TOUR and LPGA Tour event. The male champion will earn an exemption into the 2009 Children's Miracle Network Classic at the Walt Disney World Resort while the female will compete in the 2009 Bell Micro LPGA Classic.

Scheduled to premiere Oct. 7, GOLF CHANNEL's 11-week series promises new excitement as eight two-person teams comprised of a male and female will face some of the most grueling competition in series history, in which they could win a lifelong dream at the risk of losing a lifelong friendship. The 10<sup>th</sup> season of the popular series will feature new skills challenges to test every phase of each competitor's golf game.

In addition to the tournament exemption, each member of the winning team will receive a BMW 328i Coupe plus a trip to the BMW Performance Center in Spartanburg, S.C. They also will earn a Dick's Sporting Goods gift package including \$10,000 cash (\$5,000 each) and \$5,000 in gift cards (\$2,500 each).

Finally, each player's entry fees for LPGA and PGA Tour Qualifying Tournaments will be covered by SkyCaddie, as well as Adams Golf providing an endorsement contract plus \$5,000 in cash to each winner.

The *Big Break* concept showcases highly skilled golfers competing against each other in a variety of challenges that test their physical skills and mental toughness, with the ultimate winner awarded his/her "Big Break," a once-in-a-lifetime opportunity to compete in select professional tournaments, and other career-building prizes.

Past *Big Break* champions have won their chance to compete on some of the world's top professional circuits, such as the PGA TOUR, Champions Tour, European Tour, LPGA Tour, Nationwide Tour and Canadian Tour. Former winner Tommy Gainey is in the midst of his rookie season on the PGA TOUR while various female Big Breakers currently play on the LPGA Tour.

For its 10<sup>th</sup> anniversary, *Big Break X: Michigan* returns to the destination where it all began – northern Michigan. Known as "America's Summer Golf Capital," some of the nation's most distinguished golf courses exist in this region and incorporate unique Michigan features like dense forests, shifting sand dunes and parts of the longest fresh-water coastline in North America.

*Big Break X: Michigan* was shot at Boyne Highlands Resort, a member of the Boyne Resorts family of resorts and attractions, located in the community of Harbor Springs. The famed resort lures golfers with 72 holes of championship golf lead by the classic Heather golf course designed by Robert Trent Jones Sr. and rivaled by the modern classic Arthur Hills, as well as The Moor, and Donald Ross Memorial. Golfers and vacationers delight in the resort's Scottish charm highlighted by castle-like turrets, detailed stonework, sounds of bagpipes and equestrian facilities. Luxury accommodations, savory cuisine, a par-3 course, abundant hiking and biking trails and the popular Young Americans Dinner Theatre make Boyne Highlands Resort a popular destination for golf and family vacations.

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