



Innisbrook Golf Courses Earn 'Rolling Out the Green Carpet™' Certifications From National Women's Golf Alliance

PALM BEACH GARDENS, FL, June 5, 2013 – The four golf courses at Innisbrook, a Salamander Golf & Spa Resort located in Tampa Bay, each have earned *Rolling Out the Green Carpet™* certification from the National Women's Golf Alliance (NWGA).

The certification program assesses golf facilities on standards and best practices that make the facility welcoming and attractive to women. A trained NWGA evaluator and three female guests play an 18-hole round to evaluate the facility on five key areas of focus: Golf Course Playability, Customer Service, Golf Course Amenities, Facility Amenities and Golf Programs. Facilities that achieve a score of 80% or higher in at least three of these areas receive certification.

The Innisbrook South Course received 4-star status. The North, Island and Copperhead Courses each received 3-star *Rolling Out the Green Carpet™* certification. Good for three years, this designation comes with extensive publicity and marketing, including an insignia to use on promotional materials and in advertising.

"Innisbrook Resort is thrilled to receive this honor from the National Women's Golf Alliance," said Sheila C. Johnson, Innisbrook owner and founder of Salamander Hotels & Resorts, which manages the resort. "This recognition will certainly help our continued efforts to raise the profile of women's golf, which is a passion of mine and a goal Salamander is committed to achieving."

Rodney Green, director of golf at Innisbrook, also added: "We are very impressed with the wealth of information and depth of the NWGA's course evaluations. "The report was extremely comprehensive and provided valuable insight on how we can better serve women golfers, especially in addressing how to improve golf course playability."

"We salute Innisbrook and Salamander Hotels & Resorts for *Rolling Out the Green Carpet™* for women golfers," said Debbie Waitkus, a founding partner of NWGA and president of Golf for Cause. "They understand the value of the female golfer and are committed to ensuring that their properties deliver an excellent golf experience."

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About Innisbrook, a Salamander Golf & Spa Resort

Operated by Salamander Hotels & Resorts (which manages three resorts across the state of Florida, including Reunion and Hammock Beach), Innisbrook is situated on 900 wooded acres of rolling hills in the St. Petersburg/Clearwater area on Florida's Gulf Coast, and is located just 25 minutes from Tampa International Airport. Recently and completely renovated, the resort features 72 holes of championship golf (including the renowned Copperhead Course) 608 spacious guest suites and rooms, four restaurants and three bars, the Innisbrook Golf Institute, 11 tennis courts, the new luxury Indaba Spa with 12 treatment rooms and state-of-the-art Fitness Center, six heated swimming pool complexes, a nature preserve, and three conference halls with 65,000 square feet of meeting space. Innisbrook has played host to PGA TOUR and Legends Tour events, and will soon host a Symetra Tour event. For additional information call 727.942.2000 or visit www.innisbrookgolfresort.com.

About the National Women's Golf Alliance

With the mission to increase the number of women playing golf and improve engagement levels of existing women golfers, the NWGA unites four of the nation's most highly respected women's golf organizations, the EWGA, Golf for Cause, LLC, Jan Bel Jan Golf Course Design, and Ladies Links Fore Golf, LLC (LL4G).

They have brought together their years of expertise, data and observation regarding what women golfers want, need and expect for an enhanced playing experience that keeps women excited about and engaged in golf for years to come. Utilizing this information, the NWGA has developed a base of standards and best practices to help make golf facilities more welcoming and attractive to women and enhance golf's overall appeal to women.

To learn more about *Rolling Out the Green Carpet™* program, see www.nationalwomensgolfalliance.com



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