



## NEWS RELEASE

FOR IMMEDIATE RELEASE

July 13, 2018

### **The Golf Travel Group Welcomes Sam Ryder as Ambassador**

POWELL, OHIO – The Golf Travel Group is excited to announce its newest partnership with PGA TOUR player, Sam Ryder, who is tied for 6<sup>th</sup> place at –10 after the second round of the John Deere Classic.

Michael McHenry, President of The Golf Travel Group is thrilled to grow its footprint in the golf space by forming a partnership with Ryder. “We could not have found a better athlete to represent our brand and bring it to life on the PGA TOUR,” McHenry said. “Sam’s approach to life, family and golf is refreshing, and we strive to make our luxury golf tours and special events to the world’s top locales refreshing, relaxing and ‘bucket-list’ experiences.”

The Golf Travel Group is a premier travel agency that specializes in golf experiences, trips and special events around the world. Notable events include the Open Championship, the Ryder Cup, the Masters, and the President’s Cup, along with options to top golf destinations including Scotland, Ireland, South Africa, New Zealand, Canada and more.

“As a young, emerging competitor on the PGA TOUR with a passion for travel and adventure, Sam is the perfect athlete to represent The Golf Travel Group and take their awareness in the golf space to the next level,” said Sherry Whay, Ryder’s agent and President of Fairwhay Management. “Partnerships are most effective when they are truly genuine and match both the player’s and brand’s personalities. This could not be a better fit.”

Ryder will begin sporting The Golf Travel Group logo on his apparel at his next competition, the Barbasol Championship. Ryder will represent The Golf Travel Group for the remainder of the 2018 schedule through 2020.

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#### **About The Golf Travel Group**

*The Golf Travel Group* is a leading international provider of luxury golf tours, packages & holidays to Scotland, Ireland, England, Wales, South Africa, Australia, New Zealand, Iceland & Canada. Our mission is to provide our customers with the absolute best travel experience. To review the packages and get a custom quote please visit us at [www.thegolftravelgroup.com](http://www.thegolftravelgroup.com) or call 800-459-4220.

1718 Strathshire Hall Place  
Parkway  
Powell, OH 43065  
32092

307 Johns Creek  
St. Augustine, FL

**About Fairwhay Management**

Fairwhay Management is a boutique, female owned, sports marketing, consulting and talent management firm. With over 30 years of experience in the industry, our expertise lies in unique and innovative alliances and endeavors. We specialize in relationship building, marketing partnerships, along with athlete and client management. We are proud to work with and represent some of the most driven and talented athletes in the golf industry.

[www.fairwhaymgmt.com](http://www.fairwhaymgmt.com)

**Contact Information:**

Sherry Whay

President

Fairwhay Management

[sherry@fairwhaymgmt.com](mailto:sherry@fairwhaymgmt.com)

Michael P. McHenry

President

Golf Travel Group, Inc.

[mike@thegolftravelgroup.com](mailto:mike@thegolftravelgroup.com)

Mark Lammert

CEO

Golf Travel Group, Inc.

[mark@thegolftravelgroup.com](mailto:mark@thegolftravelgroup.com)

**Attachments:**

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