

# Walt Disney World Resort Links with Arnold Palmer Golf Management

*Plans include Arnold Palmer golf course design enhancements*



**LAKE BUENA VISTA**, Fla., Aug. 24, 2011 – Walt Disney World Resort and Arnold Palmer Golf Management have signed a 20-year strategic alliance to create even more magic for Disney golfers. Beginning Sept. 25, Arnold Palmer Golf Management will operate, manage, maintain and help promote all five Disney courses including Disney's [Palm](#) and [Magnolia](#), [Lake Buena Vista](#), [Osprey Ridge](#) and [Oak Trail](#) golf courses.

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— Arnold Palmer

As part of this long-term alliance agreement, golf legend [Arnold Palmer](#) and his golf course design team will be actively engaged in implementing strategic and innovative design features to several of the golf courses. Future enhancements include plans for a full renovation of Disney’s Palm under his direction to become an Arnold Palmer designed course.

“After 40 years as a golf course architect, I’m looking forward to this opportunity to contribute to Disney’s rich and storied golf legacy,” said Arnold Palmer. “I’ve enjoyed a lifetime of memories playing golf and it will be a great reward to pass that on to those who share a passion both for Disney and the game of golf.”

With an extensive following of serious golf enthusiasts, [Arnold Palmer Golf Management](#) is known for its excellent course conditions, pace of play, service standards and player development. In addition to course operation, the company also manages “Palmer Advantage,” a reciprocal club and concierge service program, that provides members with unique travel benefits and access to more than 250 private clubs, resorts and golf courses around the world.

‘Drawing on Arnold Palmer Golf Management’s expertise and experience enables us to build on our mutual strengths and extend our appeal both among leisure players and avid golfers. We’re excited about this new collaboration, which will benefit Disney guests and Palmer Advantage club members wanting a destination golf experience.’

## —Ken Potrock, senior vice president of Disney Sports Enterprises

The agreement gives Arnold Palmer Golf Management an opportunity to add a uniquely Disney, family-friendly golf destination to its portfolio of more than 70 private clubs and championship golf courses. Disney Golf will be promoted within the Palmer Advantage network of golf devotees, through a dedicated website and featured within the exclusive publication, “Kingdom Magazine,” which celebrates Mr. Palmer’s contributions to the game of golf and extensive philanthropic ambassadorship.

“With a reputation for service excellence and exceptional family entertainment, Walt Disney World is an ideal complement to our member offerings,” said Jim Hinckley, president of Arnold Palmer Golf Management. “This collaboration will give our members both a superior golf experience and a one-of-a-kind family golf vacation.”

Since [Walt Disney World](#) opened with two 18-hole courses in 1971, golf has been a key component of the resort. Over the past four decades, Disney World has hosted professional and amateur golf tournaments, including one of the longest-running events in PGA Tour history – the PGA Tour’s [Children’s Miracle Network Hospitals Classic](#). Disney has also hosted the LPGA Tour, NCAA golf championships and dozens of celebrity golf tournaments.

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