



THE RESERVE



*Getting into the golf & holiday spirit, members of Girls Golf and The Reserve Club enjoyed a festive putting contest and social outing to launch the club becoming a venue for the Girls Golf organization of the Coachella Valley.  
(Photos by Brian Morgan)*

## **THE RESERVE CLUB WELCOMES GIRLS FROM LOCAL GOLF PROGRAM**

*New events to focus on life skills and career opportunities, as well as the game*

**INDIAN WELLS, Calif. (December 18, 2018)** – [The Reserve Club](#) – the desert community’s premier private golf and luxury lifestyle club – has become a venue for local chapter of LPGA\*USGA Girls Golf, the fast-growing youth development organization that introduces golf and its values to girls ages 6-17.

The Reserve will serve as a site for golf instruction and competition, as well as introducing life skills, wellness experiences, and career opportunities to local participants in Girls Golf, which is operated by The First Tee of the Coachella Valley. The inaugural event on Thursday, Dec. 13 was an all-girls gathering that featured a “laser light” night putting contest and holiday festivities, attended by more than 30 members of Girls Golf.

“Following the lead of our membership, which has been supportive of local organizations for many years, our new alliance with Girls Golf expands our mission to make a difference in our community,” said Michael P. Kelly, CEO and General Manager of The Reserve Club. “We look forward to having a positive influence on Girls Golf participants, on and off the golf course.”

Founded in 1989 and developed through a partnership between the LPGA Foundation and United States Golf Association, Girls Golf has grown into a community of more than 70,000 girls, with sites in more than 400 communities across the country. Beyond teaching golf skills in



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a fun environment, Girls Golf works toward empowering girls with confidence and teaches valuable life lessons, from leadership qualities to healthy lifestyles, all through the game of golf. Teaching professionals not only focus on golf, but also specialize in creating fun experiences for girls through the game.

“This new relationship with the members and staff of The Reserve Club is an important element to taking our Girls Golf program to a new level,” said Dr. Steven Lorick, executive director of The First Tee of the Coachella Valley. “We are thankful for the club’s support and excited for the girls who will experience the culture and environment of a premier private venue like The Reserve Club.”

Celebrating its 20<sup>th</sup> anniversary, The Reserve Club is near completion of a \$11.5 million enhancement project that includes a total restyling of the clubhouse and modernizing the infrastructure of the award-winning Tom Weiskopf-Jay Morrish golf course.

Carefully designed into the Valley amidst the stunning Santa Rosa Mountains and in close proximity to the myriad of Palm Desert activities, the club remains dedicated to protecting the natural desert environment, promoting an active lifestyle for an exclusive yet involved membership, and having a positive leadership role throughout the Coachella Valley.

The club offers golf and social memberships for both residents of The Reserve and non-residents seeking to enjoy the amenities, events and activities, personalized service, and genuine camaraderie the members enjoy and value. Memberships include equity and non-equity, along with a membership for individuals between the ages of 21 and 49.

For more information about The Reserve, call (760) 674-2239 or visit [www.thereserveclub.com](http://www.thereserveclub.com)

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### **About The Reserve**

This premier golf and social residential community stands as a monument to the marriage of natural beauty and a healthy and vibrant lifestyle. Creating a one-of-a-kind luxury living experience and private club, The Reserve also maintains focus on preserving its 700 acres, one of the last great expanses of native desert landscape in the Coachella Valley. The Reserve Community boasts architectural homes that are in harmony with the desert landscape, with stunning views of the Santa Rosa, San Jacinto and San Bernardino mountain ranges. The Reserve’s championship Tom Weiskopf-Jay Morrish-designed golf course meanders through rugged rock outcroppings, ever changing elevations and stunning foliage with surrounding mountain ranges providing a striking backdrop. The Club Tuscan Village includes the Clubhouse, Lakehouse, Fitness Center and Golf Shop. Whether playing golf, dining, socializing, attending a vast array of events, enjoying sensational views from the patios, reading in the library, volleying on the tennis courts (both clay and hard court), playing pickleball, exercising, practicing yoga with our experienced trainers, being pampered with spa services, relaxing poolside at the Jr. Olympic size pool on a sun-drenched day, or enjoying 26 miles of hiking trails, The Reserve provides the complete club lifestyle. [www.thereserveclub.com](http://www.thereserveclub.com)

### **Media Contacts**

Karen Moraghan  
Hunter Public Relations  
908/963-6013  
[kmoraghan@hunter-pr.com](mailto:kmoraghan@hunter-pr.com)

Denise R. Adams  
Director of Membership, Sales & Marketing  
The Reserve  
760/674-2239  
[dadams@thereserveclub.com](mailto:dadams@thereserveclub.com)