



Wednesday, July 14, 2004

## OU to host Ryder Cup event

By **Kalee Iacoangeli**, *OU Student Writer*

"Golf Digest" ranked R&S Sharf Golf Course 21<sup>st</sup> among Michigan's 855 courses last year, and Katke-Cousins Golf Course has been listed by "The Detroit News" as one of the top 10 courses in the state. Largely because of such recognition, **Oakland University's Golf and Learning Center** will host one of the PGA's most prestigious events – the **2004 Ryder Cup Champions Invitational**.

Presented by the MGM Grand Detroit, the Champions Invitational takes place Thursday, Sept. 16, featuring teams of four that will play an 18-hole shotgun start scramble. A part of each foursome will be a celebrity from the sports or entertainment world. Players from the Major League Baseball Hall of Fame, NHL greats, NBA all-stars, former NFL players and music legends all will play to help raise money for 12 local charity organizations.

The local charities are not the only ones benefiting from the Ryder Cup sanctioned event. By being chosen as the host for this occasion, Oakland University will receive recognition in the national and international arena.

"The exposure is really priceless," said Bill Rogers, golf and managing director at OU. "The event will provide very high visibility on a national basis, with world leaders and various celebrities in attendance visiting OU for the first time and becoming aware of what a great institution of higher learning Oakland really is."

Ford Motor Company, Buick, Lincoln-Mercury, Pepsi, the country of Wales, Washington Group International and Signa all have reserved Oakland University's Golf and Learning Center for their corporate golf outings during Ryder Cup week, which is Sept. 14-19.

Although the golf course has seen many of the initial benefits of hosting this event, Rogers believes Oakland will benefit as an educational institution as well.

"Even though this is a golf event, the visitors become very curious about the campus, its beauty and Oakland's wonderful academic offerings and achievements," Rogers said. "The exposure always provides a basis for expansion of collaborative opportunities among participants and OU leadership, such as deans, directors and administrators who come in contact with the visiting dignitaries."

The Ryder Cup sanctioned events will undeniably leave a lasting impression on Oakland University and the surrounding community, which, according to M.G. Orender, president of the PGA of America, is exactly what the event was created to do.

Anyone in the local community wishing to participate in the Ryder Cup events may purchase a ticket by calling the Michigan Ryder Cup Office at Oakland Hills Country Club at (248)-626-2003 or e-mail Ryan Cannon at [rcannon@pgahq.com](mailto:rcannon@pgahq.com).

Tickets for the event are \$3,950 per person and \$15,800 per foursome. The package includes one ticket to the pairings party on Tuesday, Sept. 15, at the Detroit Athletic Club; one round of golf at OU's Golf and Learning Center; one International Pavilion Pass to the 35<sup>th</sup> Ryder Cup matches at Oakland Hills Country Club; a framed picture of the participant and the past Ryder Cup Captains; a gift bag filled with Ryder Cup Captains Challenge merchandise; and all food and beverages at the outing and pairings party.

Tickets are extremely limited and will be sold on a first-come, first-served basis.

For more information on the Ryder Cup events, visit the **Ryder Cup** Web site. For information on Oakland University's golf courses, visit the **OU Golf and Learning Center** Web site.

**SUMMARY**

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