



Tony Jacklin to design Cuba's latest golf course at The Carbonera Club



30th September 2011

British developers the Esencia Group and their Cuban partners Palmares are delighted to announce their partnership with the Jacklin Design Group. Tony Jacklin CBE will assist in the design of the ocean fronting 18 hole championship course at The Carbonera Club www.thecarboneraclub.com. Located just outside Varadero on the island's spectacular northern coast, The Carbonera Club is a new five star resort, one of only four golf resorts under final negotiation on the island. The course will be complimented by a Jacklin Academy of Golf set within the other resort facilities, such as marina and spa, for pros and amateurs alike to enjoy.

Jacklin on his first visit to the island in April 2011 was Guest of Honour at The Montecristo Cup 2011 www.themontecristocup.com and commented,

"Cuba is an ideal location for golf tournaments and has a bright future with regard to courses...where else can you light up a cigar and strike the ball?"

Golf resort developers Palmares who are involved in a number of exciting golf resorts across the island expressed their gratitude to Tony for his visit and help in promoting both the tournament and the many attractions for golf in Cuba.

Tony Jacklin is set to take a prominent role in the development of golf in Cuba in the future. With just one 18 hole and one 9 hole golf course in Cuba, officials have seen a demand from locals and visitors to the island for more golfing facilities. The golfing landscape in Cuba is currently limited however, as Andrew Macdonald (CEO of Esencia Group) commented 'the last two years Montecristo Cup winners have always had a local Cuban among the prize winners, perhaps their knowledge of local conditions gives an advantage.....we are delighted to have a legend like Tony assist us in growing this sport in Cuba'.

The two existing golf courses in Cuba include the 18 hole course in Varadero www.varaderogolfclub.com and the 9 Hole Capdevilla course in Havana. Palmares has four projects in the pipeline which will be coming to fruition in the forthcoming months.

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Notes to Editors:**Tony Jacklin**

www.jacklindesigngroup.com

Tony Jacklin's memorable brilliance revitalized British and ultimately European golf. At the age of 26, he broke all performance records in the history of British golf. In doing so, he simply did for British golf what Arnold Palmer did for golf in America.

In 1969 Tony became the first British player since Max Faulkner in 1951 to win the British Open at Royal Lytham. One year later, Tony achieved even greater heights becoming the first player since Ben Hogan to hold both the U.S. and British Open titles simultaneously upon his triumph at Hazeltine Golf Club.

Shortly after his US Open victory, Tony returned to Europe to help launch the European Tour and his international acclaim undoubtedly played a critical role in developing and raising the profile of the European Tour that stands today.

In 1983, Jacklin accepted the role of Ryder Captain and went on to transform the Ryder Cup to its current status. Jacklin set the wheels in motion to end U.S. domination nearly pulling off an improbable upset. In 1985, he was the inspirational non-playing captain for Europe's first victory in the Ryder Cup in 28 years. In 1987, he captained the team that won on American soil for the first time and finally in 1989, Jacklin's team retained the Cup for the first time in its history. His infectious enthusiasm and indomitable spirit energized his team and lifted its confidence.

Today, Tony Jacklin owns the Jacklin Design Group operating in the golf course design and development business. The company prides itself on developing long-term mutually beneficial relationship with clients, and with Tony's personal involvement in every project, clients are assured of the quality of service, attention to detail and professionalism for which Tony Jacklin is respected around the world.

Palmares S.A.

www.palmarescuba.com

Palmares is a Cuban organization supervised by the Ministry of Tourism. Palmares has developed over 1,000 projects throughout Cuba, including the Cabaret Tropicana, La Bodeguita del Medio, El Floridita and the Varadero Golf Course.

Esencia Group

www.esenciagroup.com

Esencia has been working and developing plans with Palmares SA for various golf resorts over several years. The most advanced resort, where Palmares and Esencia began development work over three years ago is The Carbonera Club where final approval and its opening date will shortly be announced.

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