

Immediate Release: Wednesday 5th August 2020

Golf stars help drive forward Yorkshire tourism recovery

Welcome to Yorkshire is teaming up with former Masters winner and Europe Ryder Cup captain Ian Woosnam to host a Senior Golf Classic, as the tourism sector in the county continues to adapt to life with Coronavirus - COVID 19.

In partnership with SGH Sporting Events of Leeds, the two-day event takes place at Ilkley Golf Club next month and is the first of its kind to be held in Yorkshire.

It will see a host of famous faces on the green and give fans the chance to tee off alongside some of their heroes.

Simon Hurd, the co-founder of SGH Sporting Events is delighted that “so many household names have agreed to take part alongside Ian Woosnam including past Ryder Cup Captain Mark James”.

The event will take place over two days, 15th and 16th September 2020. Day one will be a Pro-Am competition whereby teams get to play with one of the professional players who will be taking part in the Senior Classic the following day.

The **fully COVID safe event** will also offer a socially distanced evening Q&A session with some of the former pros.

Chief Executive of Welcome to Yorkshire James Mason said:

“This will be our first major event of 2020 having seen all other high-profile events cancelled or postponed due to COVID-19. It’s a brilliant opportunity to play alongside some golfing greats in a safe and stunning environment.

“Yorkshire’s famous for its golf courses and Ilkley’s picturesque location will enable us to showcase the county as a first-class golfing destination. Our aim is to attract players from all over the world to tee off in God’s own county and this is the first step in that promotion.

“Having such a prestigious line up bodes for a great couple of days while giving Welcome to Yorkshire the opportunity to do what it does best.”

Ilkley Golf Club Manager Mark Taylor said:

“It is a great honour and privilege to have been chosen from all the wonderful courses in Yorkshire to hold this prestigious event.

“As the third oldest course in the county, and with two former Ryder Cup captains and a former Walker Cup captain as members, we have a proud golfing heritage and are really excited about welcoming a host of great golfers to the club.

“We are also looking forward to working closely with Welcome to Yorkshire to help promote the wonderful courses in the region, to those in the UK and overseas. As well as providing a great test of golf, Ilkley is one of the most picturesque courses in the UK, and the backdrop of the famous Ilkley Moor is the epitome of Yorkshire.”

- ENDS -

Images: Ilkley Gold Course and Ian Woosnam

Editors' Notes:

Event dates – Tuesday 15 and Wednesday 16 September

Venue – Ilkley Golf Club

Event name – Welcome to Yorkshire and Ian Woosnam Senior Invitational

- **Welcome to Yorkshire** is the official destination marketing organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
 - Tourism in Yorkshire is worth £9 billion annually
 - The county's tourism and hospitality industry employs almost 225 thousand people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

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