



For additional information, contact
Pat Fleshman Burnette
The Boar's Head
434-972-6011
pat_burnette@boarsheadinn.com

FOR IMMEDIATE RELEASE

**THE BOAR'S HEAD GOLF COURSE IS RECOGNIZED FOR
ENVIRONMENTAL EXCELLENCE**

Charlottesville, VA (June 7, 2011) – In the summer of 2006 Birdwood Golf Course at The Boar's Head achieved designation as a "Certified Audubon Cooperative Sanctuary" by the Audubon Sanctuary System, the educational division of Audubon International. The resort's golf course has again retained its designation through the Audubon Cooperative Sanctuary Program for Golf Courses (ACSP), an Audubon International program. Participation is designed to help course personnel plan, implement, and document a comprehensive environmental management program and receive recognition for their efforts.

Twenty years after its creation, the ACSP continues to promote ecologically-sound land management and conservation of natural resources for golf courses. Results of a recent survey to measure environmental outcomes of the ACSP provide strong support for the program's effectiveness. Queried on a number of environmental management practices, ACSP members reported improvements in wildlife habitat and water quality protection and conservation. For

example, since joining the program members reported that, on average, the percentage of natural shorelines around golf course water features jumped from 33% to 72%, providing more wildlife habitat, filtering runoff, and controlling erosion. Ninety-six percent reported using pesticide with a lower toxicity level since joining the program and, 90% having mitigated risks through the program as a result of improved management practices.

Many golf courses are registered in the ACSP because it is considered “the right thing to do,” but there is also a strong business case for voluntary environmental action. In these days of tightening budgets, many ACSP recommendations have reduced costs. For example, 70% reduced pesticide costs, 52% reduced water costs, 66% reduced fertilizer costs. Even during these times of decreasing golf rounds, 15% report that they have new golfers and/or members because of their involvement in the ACSP.

This recognition is a testimony to the dedication of The Boar's Head to the environment and the high standards put in place by the resort and Birdwood's team,” said Matt Harris, General Manager of The Boar's Head resort in Charlottesville, Virginia.

Birdwood Golf Course is one of 27 courses in Virginia and 816 courses in the world to receive this honor, not only because of the environmental achievements of this course, but also because of the model that it now represents to the surrounding community. It helps demonstrate that good environmental stewardship is good business and leads to more sustainable communities. After designation, courses go through a recertification process every two years.

“We are proud to receive this recertification from The Audubon Cooperative Sanctuary Program for Golf Courses,” said Martin Winters, PGA Director of Golf for Birdwood Golf Course at The

Boar's Head. “We are delighted to be working together with such a prestigious environmental organization, as we are always striving to become better stewards of our land and natural resources.” Nor have The Boar's Head’s green initiatives gone unnoticed, as *Golf Digest* rates Birdwood Golf Course as one of the “**Best Places to Play**” with a prestigious 4½-star rating for the last three years.

Audubon International is an environmental organization dedicated to educating, assisting, and inspiring millions of people from all walks of life to protect and sustain the land, water, wildlife, and natural resources around them. For more information, contact Audubon International, 46 Rarick Road, Selkirk, NY 12158, (518) 767-9051. If you prefer email acsp@auduboninternational.org, jlampman@auduboninternational.org, or visit their website at www.auduboninternational.org.

The Boar’s Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports and fitness center, award-winning tennis, championship golf, a luxury spa, children’s programs, 22,000 square feet of event space, and close proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

For more information about The Boar’s Head or to make reservations, please call 434.296-2181 or 800.476.1988 or visit the resort’s web site at www.boarsheadinn.com. For golf tee times or membership information, please call (434) 293-GOLF (293-4653).

###