



TABOO MUSKOKA INTRODUCES NEW GOLF MANAGEMENT TEAM

Director of Golf Greg Downer and Golf Course Manager Thom Charters Driving Significant Enhancements to Overall Player Experience

JANUARY 2014, Gravenhurst, Muskoka ON -- Given his own industry background and history with the resort, when Managing Director Nigel Hollidge returned to Taboo Muskoka, enhancing golf was a key priority.

To further that objective, Taboo Muskoka has recruited new **Golf Director Greg Downer** and **Golf Course Manager Thom Charters**.

Downer joins Taboo from neighbouring Muskoka Bay Club. Charters, one of the top agronomists and superintendents in Canadian golf, previously refined conditions at prestigious private clubs like Coppinwood and Bayview.

"Taboo Muskoka has scored a 'dream greens team'," says Hollidge.

"In addition to proven expertise, both Greg and Thom bring Taboo resort an unbeatable combination of energy, knowledge and relationships that will elevate our entire golf environment, from the ground up."

Downer and Charters' arrival is only one update underway at the popular Muskoka resort, which was founded in 1926 and added its Ron Garl designed championship golf course in 2002.

Their plans for the 2014 golf season include unlimited day-of play including a single cart rental fee on the Taboo course and unlimited access to the resort's original, 9-hole Stanley Thompson course, the Sands, as part of any resort stay.

An adjusted green fee structure, designed to increase appeal for cottagers, residents and younger players, will be paired with an enhanced program of clinics and skill building.

Recognizing that golfers' impressions reach beyond the 18th hole, Taboo Muskoka is also tweaking its retail offering, beefing up stay & play package options and adding new food & beverage options, including an on-course food truck.

"We're making sure that Taboo Muskoka is an exceptional value for a full range of golfers and injecting some fun while strengthening the fundamentals," notes Downer.

Meanwhile Charters will focus on maximizing the playing quality of Taboo's tees, fairways and greens.



“The Taboo team is clearly focused on offering a genuinely memorable outdoor experience from the golf courses to the nature trails and waterfront,” says Charters. “

I’m excited to be a part of the evolution of this facility and ensuring turf management makes that prized Muskoka golf day even more satisfying.”

A 30-year industry veteran, Charters distinguished career also includes Weston and Islington golf clubs. One of the most respected experts in Canadian golf; he has been recognized as a SCOREGolf Superintendent of the Year and Top 100 panelist and is a past president of the Ontario Turf Grass Institute Advisory Board, among many industry positions.

Downer, a Newmarket native and Gravenhurst resident since 2007, honed his capabilities with Golf Hyatt and Marriott Golf on the islands of Grand Cayman and St. Kitts, before being transferred to The Rock near Lake Rosseau.

For the latest Taboo Muskoka golf updates, getaways and tee times visit www.tabooresort.com or call 1-800-461-0236.

TABOO MUSKOKA

Located 90 minutes north of Toronto on 1,000 acres of parkland embracing Lake Muskoka, Taboo Muskoka encompasses a modern boutique resort with 108 rooms and suites, plus rental chalets, two golf courses, an all-new Cecconi Simone designed spa, a Culinary Theatre and extensive year-round recreation, including snowmobiling, watersports, a 300-foot sand beach and an outdoor adventure program led by Resident Naturalist Robin Tapley.

Designed by Ron Garl, the 7,340 yard, par 71 Taboo golf course makes full use of the dramatic Canadian Shield landscape, balancing stunning Muskoka scenery capped by vivid outcroppings of pink granite with a challenging run through wetlands and stands of pine, fir and balsam. For Taboo Muskoka reservations, information and news, visit www.tabooresort.com.

###

MEDIA: INTERVIEWS & IMAGES

Anne White | Director of Marketing | awhite@tabooresort.com | 647.463.6676

TABOO MUSKOKA GOLF DEPARTMENT

Greg Downer | Director of Golf | gdowner@tabooresort.com | 705.687.8430 x5756