

## Frank Sinatra Invitational

Indio's Fantasy Springs Resort Casino is the new host of the annual **Frank Sinatra Starkey Hearing Foundation Celebrity Invitational**, a celebrity-amateur



tournament with two Italian-theme dinner parties, a live and silent auction, a black tie gala and annual luncheon and fashion show. The weekend of golf and parties began in 1988 and benefits the Barbara Sinatra Children's Center at Eisenhower Medical Center in Rancho Mirage. The event is scheduled for February 18-20.



## Extreme Golf

Late last year, two golfers embarked on an international journey to the game's extreme locations in an effort to test Adidas' apparel and outerwear in the harshest conditions possible. Called "**Wear in the World,**" the trip took Josh Sullivan and Lindsay Knowlton, two Adidas employees selected from a global pool of applicants, to:

- **FURNACE CREEK, CA:** World's lowest elevation at 214 ft. below sea level
- **LAPAZ GOLF CLUB, BOLIVIA:** World's highest elevation at 10,800 ft. above sea level
- **USHUAIA, ARGENTINA:** Southernmost golf course on continent
- **WALKER BAY GOLF RESORT, SOUTH AFRICA:** World's southernmost golf course
- **ALICE SPRINGS, AUSTRALIA:** World's hottest golf course

Besides golf in snow in Ushuaia, Argentina, Sullivan and Knowlton also partook of other extreme travel experiences such as cage-diving with great white sharks in South Africa, mountain biking through Bolivia's "Death Road" and teaching golf to aborigines.



## Decomposing Golf Balls

**Ever wonder** what happens to the dozen golf balls you top into the pond at your local course? Researchers at the Danish Golf Union have discovered it can take between 100 to 1,000 years for a golf ball to decompose naturally.

During decomposition, solid golf balls with a synthetic rubber filling dissolve releasing a large amount of heavy metals including dangerous levels of zinc. When the ball is submerged in water, the zinc attaches itself to the ground sediment and poisons the surrounding wildlife and flowers.

The depth of the problem remains unclear because there has been very little

research on the environmental impact of golf balls. The Danish Golf Union plans to collaborate with American environmentalists to further explore the issue. According to CNN it is estimated that 300 million balls are lost or discarded in the United States every year, making this a growing problem.

If you can't control where you hit your golf ball, you can control what type of ball you hit. Eco Golf sells a water soluble ball that decomposes in water in just 24 hours and has been verified to be non-toxic.



## Olympic Golf Spurs Worldwide Growth

Once the euphoria in the golf world lessened after the recent announcement that the game would return to the **Olympics** in 2016, the hard work of selecting a venue in **Brazil** commenced. At least one prominent



official is determined to solve the problem; PGA Tour Commissioner Tim Finchem has proposed that the 2015 Presidents Cup be staged in **South America** as a way to spark interest

in the games. "We can't just show up and say, 'We're here,'" he said. With golf only guaranteed a spot in the Olympics for 2016 and 2020, the Rio games must be successful to secure a permanent spot.

With a potential Presidents Cup and the Nationwide Tour heading to Camilo Villegas's native country of **Columbia**, it is hoped that the other countries on the continent besides **Argentina** (home of Angel Cabrera and Andres Romero) begin to develop more golfers. The first step, the commissioner noted, is building more golf courses, a notion certain to bolster a sagging industry as the city has only two 18-hole courses. A new course in Rio was not part of the winning bid, but a developer with deep pockets and an A-list of architects willing to take on the project is not difficult to imagine.

**China** is thought of as a possibility for the '19 Presidents Cup, a move that, if confirmed, will allow the world's most populous country to train a player capable of making the team. Something about the cart and horse comes to mind here, but the commissioner can hardly be criticized for taking the Olympic movement and exploiting it for the good and growth of the game.



# Shag Bag

## EXTRA SUPPORT

Believe it or not, a Japanese lingerie maker recently introduced a new "**Make-the-Putt Bra**" that unfolds into a putting mat.

The material has the appearance and feel of a lush putting green. The unusual garment boasts sparkling cups that turn into holes and the bra itself comes with a golf ball and detachable flagpole that doubles as a pen for scorekeeping.

The "Make-the-Putt Bra" can easily transform into a putting mat by turning it inside out and spreading it out on any surface. Both bra cups become holes on the 1.5 meter mat. Sensors in the cups electronically congratulate golfers with a "nice in" when a putt is holed.

Not to be outdone, the bottom half of the lingerie set consists of pink briefs and a skirt with a golf-ball-sized side pocket. When opened the wrap-around skirt transforms into a flag displaying a "Be quiet" message printed on the back.

Triumph International is one of the world's largest underwear manufacturers with a presence in more than 120 countries. Who thought practice putting could be so intimate?



Rio

