



SILVERADO

Resort and Spa
Napa

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**PGA JUNIOR GOLF CAMP SELECTS SILVERADO RESORT AND SPA
AS NEW HOST LOCATION FOR KIDS CAMPS**
Innovative, Effective and Enjoyment-Based Golf Camps to be Offered

Napa, CA – April 2, 2015 - PGA Junior Golf Camps announced this week that Silverado Resort and Resort in Napa Valley has been selected to host junior golf camps this summer. As one of hundreds of potential camp locations evaluated by the PGA Junior Golf Camps, Silverado becomes one of 25+ nationwide locations selected and the only location in Napa Valley. The camps, which are being touted as offering a highly-innovative, *enjoyment-centric* approach to junior golf instruction, are led by PGA Professionals and designed for kids ages 7-16 and of all ability levels. Both half- and full-day camps will be offered.

“When you find a golf facility which provides kids a welcoming and nurturing environment *along with* an incredibly effective golf instruction talent, there is magic. And that is exactly what we found at Silverado. The course has a long-standing reputation for being junior friendly and welcomes all kids to the course, ranging from juniors who are new to the game and primarily interested in having fun, to juniors who are a bit more serious and seeking real skill improvement. Silverado is also home base to one of Napa Valley’s most effective and knowledgeable junior golf instructors, Michelle Busam. We could not have found a more qualified PGA Member to lead the camps – she is just that good”, said Marc Haddad, Founder and President of the PGA Junior Golf Camps.

Director of Programs and Instruction, Michelle Busam has been a PGA Certified Professional since 2004. Busam attended the Professional Golf Management Program at Arizona State University where she received her degree and Class A PGA certification. Busam has a

passionate desire to teach and grow the game. She understands that a trustworthy relationship between student and teacher is required in order to see improvement and growth. Above all else she values the strong connections she makes with all of her students.

“We are extremely excited about being selected to host PGA Junior Golf Camps this summer and I am personally honored to be named the program’s director. To be able to offer a program which has been created by the PGA of America, the leading voice *on* golf instruction and junior golf development programs is really a huge win for our course and our community as well. We are looking forward to an entire summer of continued development and mentorship of juniors who have been part of Silverado’s golf community as well as reaching new local youths who may not have had the opportunity to experience first-hand, just how great of a game golf really is”, said Busam.

The PGA Junior Golf Camps’ curriculum is based upon a “*Progression Development Tract*” which guarantees skill development in the game’s fundamental areas including full swing, putting and chipping. Additionally, the tract also places emphasis on the development of “life skills” such as good sportsmanship and embodying personal integrity both on and off the course.

Camp pricing starts at \$285 and early registration discounts are available through May 1, 2105.

For additional information or to register for summer camps, visit www.pgajuniorgolfcamps.com or call 888.PGA.PLAY (888.742.7529). For lodging reservations at Silverado visit www.SilveradoResort.com.

About PGA of America

“The PGA of America is the world's largest sports organization, comprised of 28,000 men and women golf Professionals who are the recognized experts in teaching and growing the game. Founded in 1916, the PGA of America conducts premier spectator events, including the PGA Championship and Ryder Cup.

The PGA of America and its Members are also dedicated to growing interest and participation in the game of golf. The Association elevates youth interest in the game through innovative programming including PGA Junior Golf Camps, PGA Junior League Golf and the Drive, Chip and Putt Championship. These fun and accessible youth programs were created for every junior, everywhere.

As the PGA nears its centennial anniversary, the PGA brand represents the very best in golf.”

Silverado Resort and Spa

A California landmark for more than 140 years, Silverado Resort and Spa began its life as a private estate and was converted into a contemporary resort featuring 380 guest rooms, a 15,500-square foot conference space, two championship golf courses and two signature restaurants. Now owned by World Golf Hall of Fame member and lead NBC analyst Johnny Miller and partners, the resort recently underwent renovations to its North Course, resort rooms and event spaces. Surrounded by Napa Valley's more than 540 wineries, the resort also features a 16,000 square foot spa, 10 swimming pools, 13 tennis courts and other recreational offerings. Silverado's practice facility includes a full-length turf driving range with target greens at various distances. There is also a large practice putting green offering over a dozen practice holes and a large practice chipping green.