



## **Dubai Desert Classic Venues Adopt PowerPlay Golf®**

### **Two-flag game now at Emirates Golf Club and Dubai Creek Golf & Yacht Club**

*Published in ClubNetworker, Issue 41, January 2010*

After the thrilling conclusion to this year's inaugural Race To Dubai, another exciting development in golf is coming to the region, with two world-class golf facilities in Dubai confirming their intention to become Official Venues for [PowerPlay Golf®](#) – the two-flag, nine-hole golfing format which has attracted comparisons with Twenty20 Cricket.

[Dubai Golf](#), owners and operators of Emirates Golf Club – the current home of the Dubai Desert Classic – and Dubai Creek Golf & Yacht Club – which has twice hosted the tournament – announced recently that it will be adopting PowerPlay Golf® in 2010.

With a total of three championship-standard 18-hole layouts, plus two floodlit 9-hole par-3 courses, the clubs offer some of the world's most spectacular golf. Dubai Golf has plans to run PowerPlay Golf® events for members, visitors and corporate guests at both venues.

PowerPlay Golf® is sending multiple sets of flags to Dubai, so club organisers there can run simultaneous events. Plans are afoot to turn the Faldo-designed par 3 course at Emirates Golf Club, potentially, into a permanent PowerPlay Golf 'Super Venue', where the two flags will fly on the greens all year round.

"We were attracted by reports of PowerPlay Golf® in play at other golf courses in the Middle East," said Julian Danby, Commercial Manager at Dubai Golf. "And we were also interested in how PowerPlay Golf® offers a wide range of online and digital options for both golfers and clubs.

"We look forward to staging PowerPlay Golf® events at our prestige venues next year."

PowerPlay Golf® co-founder David Piggins commented: "To deliver a global programme of televised PowerPlay Golf® events, as is our plan, you need prestigious golf clubs to showcase the format and to provide exciting venues where Tour pros can compete in events such as the future PowerPlay Golf® World Series.

"The championship golf courses at the Emirates and Dubai Creek regularly feature in World Top 100 lists, and we are delighted that these world-class venues will be playing PowerPlay Golf® in 2010 and beyond.

"We are looking forward to working with Dubai Golf to maximise the benefits which we believe PowerPlay Golf® can bring to their business.