



FOR IMMEDIATE RELEASE

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Omni Hotels & Resorts, Bob's Steak & Chop House Team Up to Support Diverse Golfers in Southwest Airlines Showcase at Cedar Crest

*Top College-Age Men and Women Amateurs
to Enjoy Memorable Experience and Mentoring*

DALLAS – **Omni Hotels & Resorts** and **Bob's Steak & Chop House** have teamed up with plans to provide some of the top amateur male and female college-age golfers with a memorable high-end lodging and mentoring experience while in Dallas for the upcoming *Southwest Airlines Showcase at Cedar Crest* golf tournament, November 10-15, it was announced today by the I AM a Golfer Foundation, a Dallas nonprofit and host organization for the event.

Featuring the top 21 male and 21 female golfers from diverse and underrepresented groups, the inaugural championship will feature three rounds of competition, Monday through Wednesday, Nov. 13-15 (see Tee Times at end), preceded by two days of practice, social, and enrichment events. **GOLF Channel** will televise all three rounds live with an evening replay of each round for a total of 18 hours of coverage (see Airtimes at end).

Omni Hotels & Resorts will be providing rooms for all contestants at Omni Dallas while Bob's Steak & Chop House, with one of its 15 locations in the hotel, is hosting a Monday evening steak dinner for the players including mentoring remarks from founder Bob Sambol.

"Dallas has a rich golf history and golf is a core element of our company and guest experience," said **Omni Hotels & Resorts President Kurt Alexander**. "We are delighted to be hosting these amazing young men and women as they compete in Dallas' newest golf championship."

The 42-player field will travel to Dallas on Southwest Airlines from 21 different states with attendance at more than 33 different colleges and universities. In addition, four contestants are nationally ranked high school golfers.

“Golf is not only a sport for a lifetime, but one of the best relationship-building activities a young person can pursue,” said **Sambol, the founder of Bob’s Steak & Chop House**. “I look forward to sharing my insights with these outstanding amateur athletes and how to use this great game for both personal and professional development.”

Chartered in 1919, Cedar Crest was designed by famed golf course architect A.W. Tillinghast. Among other significant national tournaments, Cedar Crest hosted the 1927 PGA Championship won by Walter Hagen and the 1954 UGA Negro National Open won by Dr. Charlie Sifford. Tillinghast, Hagen, and Sifford are all members of the World Golf Hall of Fame.

“We are delighted to have the commitment and support of these two leading Dallas-based organizations who recognize the positive impact this tournament can have not only on the contestants, but the Cedar Crest and southern Dallas communities as well,” said **Dave Ridley, Co-Founder and Chairman of the I AM a Golfer Foundation**. “We hope what the participants will be able to experience both on and off the course during tournament week will be memorable and motivational.”

Since inception in 2018, the Foundation has engaged more than 650 area youth in instructional programming, created and hosted 91 paid internship positions for area students, and awarded more than \$200,000 in college scholarships.

“Cedar Crest Golf Course is a special place with a rich history,” said **Ira Molayo, Co-Founder and Vice Chairman of IAMGF**. “Our Foundation’s mission is to help this ‘hidden gem’ be a catalyst for community transformation in the Cedar Crest neighborhood and surrounding communities. This tournament and these contestants will help us showcase this mission.”

In addition to its youth programs, IAMGF founded the Dallas Amateur Championship in 2018 for DFW-area competitive golfers and as a fund-raiser for the Foundation. More than 600 participants compete annually.

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About the I Am a Golfer Foundation

The I AM a Golfer Foundation (IAMGF) was established in 2018 with the mission to be a catalyst for community renewal and transformation in southern Dallas through the programming, preservation, and promotion of the historic Cedar Crest Golf Course. IAMGF's belief is that the promotion of the sport of golf and the game’s values to diverse and historically underserved communities will have an impact beyond the course and into the daily lives of those reached by its initiatives. Since inception, IAMGF has engaged over 650 area youth in instructional programming, created and hosted 91 paid internship positions for area students, and awarded more than \$200,000 in college and higher education scholarships. Additionally, IAMGF has advocated for and assisted with more than \$1 million in improvements at Cedar Crest and annually conducts the Dallas Amateur Championship, Friends of Cedar Crest Golf Classic, and other events designed to bring increased awareness to the historic course and community. For additional info, visit www.iamagolfer.com.

CONTACT:

I AM A Golfer Foundation:

Chuck Walker
Executive Director
469.805.3942
cwalker@iamagolfer.com



AIRTIMES:

Monday, Nov. 13 1:30 – 4:30 pm CT + evening replay
Tuesday, Nov. 14 1:30 – 4:30 pm CT + evening replay
Wednesday, Nov. 15 1:30 – 4:30 pm CT + evening replay

APPROXIMATE TEE TIMES:

All 14 Groupings Off #1 Tee

Monday, Nov. 13 9:00 – 11:30 am CT
Tuesday, Nov. 14 9:00 – 11:30 am CT
Wednesday, Nov. 15 9:00 – 11:30 am CT