



Wednesday, February 4, 2004

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MEDIA ADVISORY

Governor to Announce Sweeping Agreement with PGA of America, Launch 'Golf Wisconsin' Program

State Puts Plans in Place to Capitalize on PGA Championship Spotlight

Governor Jim Doyle and head officials from the PGA of America will convene in Kohler tomorrow, Thursday, February 5, 2004 to publicly outline a comprehensive logistical and promotional partnership for the PGA Championship event to be held at Whistling Straits, August 9-15.

The Governor will also announce initial details on his "Golf Wisconsin" program, a joint effort of the Wisconsin Department of Tourism, the PGA of America, the Golf Course Owners of Wisconsin, the Greater Milwaukee Open, and the Wisconsin PGA.

- WHO:** Governor Jim Doyle
Barry Deach, PGA of America
Representatives from the Departments of Administration, Commerce,
Tourism, & Transportation, and other local organizations
- WHERE:** The American Club
Great Bays Room (lower level)
Highland Drive
Kohler, WI
- WHEN:** Thursday, February 5, 2004
11:00 a.m.