

# Golf Care Sponsors Cheadle Golf Club's 125th Year Challenge



Released on: July 14, 2010, 4:23 am

Author: [The JRW Group](#)

Industry: [Sports](#)

Golf Care, the UK's largest provider of specialist [golf insurance](#), has sponsored Cheadle Golf Club's 'Quasquicetennial' golf challenge to celebrate its 125th anniversary and raise money for the Alzheimer's Society.

The 'Golf Care Trophy' will be presented to the winners of the historic club's challenge against Hesketh Golf Club, which is also celebrating the same milestone this year.

The first leg of the two part mixed greensome challenge took place on Thursday, July 8, where Cheadle led Hesketh six games to two. The second leg will take place at Hesketh in September at a date to be announced.

"We are delighted to sponsor such a fantastic club as Cheadle which is right on our doorstep and at the same time help raise money for such a worthy cause as the Alzheimer's Society," said Golf Care Commercial Director, Colin Whitehead.

"It's intriguing to think when the home of the 'Golf Care Trophy' is decided in September, will someone, in another 125-years time, get it out of the display cabinet, dust it off and think about that inaugural match all those years ago," he added.

Set up in 1885 by the Milne family who owned Kendal Milne department store, the club is the second oldest club in Cheshire and

boasts a popular clubhouse as well as club PGA professional Anthony Millar.

Captain Ian Haig has chosen the Alzheimer's Society as his charity in its 'Quasquicetennial' year and is aiming to raise £1,250 throughout the year. And the club has received a letter of support from the Queen for their fund raising efforts on such a special anniversary.

"We are extremely grateful to have Golf Care on board sponsoring the challenge in what is such a historic year for the club," he said.

"They are one of the most respected golfing brands in the UK and we are thrilled that they have backed us in our celebrations and fund-raising."

For further information on Cheadle Golf Club and their fund raising events contact [www.cheadlegolfclub.com](http://www.cheadlegolfclub.com). [www.cheadlegolfclub.com](http://www.cheadlegolfclub.com)

For further information on Golf Care and The JRW Group log onto [www.thejrwgroup.co.uk](http://www.thejrwgroup.co.uk).

Ends

(\*The JRW Group brands include: Golf Care – the UK's largest provider of specialist golf insurance The Golfers Club – the largest and most successful golf membership scheme Insure4Sport – specialist sports' insurance for coaches and trainers GreenFree – [two for one golf](http://two_for_one_golf.com) Rewards4golf.com - the unique loyalty rewards scheme for golfers The Matchplay Championship – the UK's largest amateur golfing tournament Strokes Golf Handicap and Game Analysis – bespoke online golf analysis and [golf handicap software](http://golf_handicap_software.com))

**Contact Details:** The JRW Group, The Royals, Altrincham Road, Manchester, M22 4BJ

Emma Chadwick  
07885 047194

[emma.chadwick@life-pr.co.uk](mailto:emma.chadwick@life-pr.co.uk)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)