



NEWS RELEASE  
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## Sentry has decades-long commitment to golf

Owns and operates SentryWorld—Wisconsin's first destination golf course

Stevens Point, WI – The new corporate sponsor for the Sentry Tournament of Champions on the PGA TOUR is no stranger to the game of golf. Sentry Insurance built SentryWorld, Wisconsin's first destination golf course, in 1982.

"Owning and operating SentryWorld gives us great insight in the golf industry," said Pete McPartland, Sentry chairman of the board, president, and CEO. "We understand the connection between golf and business."

Designed by Robert Trent Jones, Jr., the course features 18 holes in a premier parkland setting. Jones has called SentryWorld his "Mona Lisa." The golf course, and accompanying Fieldhouse, was renovated in 2013-14. Jones was accompanied by architects Bruce Charlton and Jay Blasi in rebuilding every hole on the course. The 20-month project left no part of the course untouched.

"Response to the redesign has been extremely positive," said Mike James, general manager of SentryWorld. "The changes make the course accessible for golfers with high handicaps, while the championship tees pose a 7,200-yard challenge for more experienced players."

The world-renowned "Flower Hole" remains an iconic attraction. More than 30,000 flowers are planted each year, surrounding the green to make for a beautiful—yet unusual, playing hazard. Kingdom magazine recently included it in its list of the best 16th holes in the world.

SentryWorld has been ranked each year as one of the best golf courses in Wisconsin. It has been listed as a "best of" in several categories in a number of golfing publications—including Golf Digest, Golfweek, and GOLF.

The SentryWorld complex includes the Fieldhouse, offering six indoor tennis courts, a driving range, golf simulator, two wedding and banquet facilities, and PJ's – SentryWorld, a casual family-focused restaurant.

The outdoor practice facilities include 76 hitting stations, approach and chipping practice areas, and putting greens. Golf writer Josh Berhow recently wrote the practice facility is "one of the best I've seen" in a story for golf.com. SentryWorld's pro staff were recently honored as the best teaching facility in Wisconsin by the Golf Course Owners of Wisconsin. SentryWorld's LPGA professional Katie Kreuser, established a LPGA-USGA girl's golf program, drawing girls from throughout Wisconsin to improve their golf game.

SentryWorld's success spans 35 years as a public golf course, owned and operated by Sentry Insurance. "It serves as a focal point for Stevens Point, and central Wisconsin—and gives Sentry insight into golf and its ties to business," said James.

**About Sentry:**

Sentry Insurance is one of the largest and most financially secure mutual insurance companies in the United States, holding an A+ (superior) rating from A.M. Best. Sentry and its subsidiaries sell property and casualty insurance, life insurance, annuities, and retirement programs for business and individuals throughout the country. Headquartered in Stevens Point, Wisconsin, Sentry employs more than 4,000 associates in 41 states. See a complete list of underwriting companies at [www.sentry.com](http://www.sentry.com).

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