

**Global Edition**




(<https://twitter.com/eGolfBusiness>)



(<https://www.linkedin.com/company-beta/2109990/>)

(<http://unlockinggolstruepotential.co.uk/>)

[www.UnlockingGolfsTruePotential.co.uk](http://www.UnlockingGolfsTruePotential.co.uk)  
syngenta



(<https://golfbusinessnews.com>)

## **Celebration Of Golf, Families And Sustainability At 2017 Venice Open**

2.08pm                      25th                      August                      2017                      -

Management Topics (<https://golfbusinessnews.com/category/news/management-topics/>)

**The organisers and partners of last week's 2017 U.S. Kids Golf Venice Open, stepped forward this year to make environmental education and sustainability new elements for a tournament that already delivers so much value to the players, families and local communities.**

Building on the overall ethos of golf being a force for good – for individuals and society – the U.S. Kids Golf Foundation and Golf della Montecchia decided to add this new and important aspect to the event. To do this in the most credible and effective way, they reached out to partner with GEO – the non-profit body entirely dedicated to advancing sustainability in golf and through golf.

“We are extremely delighted to bring this new initiative to the Venice Open,” said Dan Van Horn – President and Founder of U.S. Kids Golf. “The protection and enhancement of the environment is such an important issue, particularly for future generations, so for us to partner with the Golf Environment Organization is a tremendous privilege. The U.S. Kids Golf Foundation shares a common goal of developing best practices and sharing information with the world so we can help grow the game of golf and ensure its future.”



“We would also like to thank the Play 54 courses – Golf della Montecchia, Frassanelle and Galzignano – for helping bring this opportunity forward by both hosting the event for third consecutive year and by being an early adopter of environmentally friendly and sustainable golf operations. Sustainability is crucial to golf’s future and we are very enthusiastic about promoting this initiative, both in Italy and the rest of the world.”

Paolo Casati, President of Golf della Montecchia added: “This initiative with the U.S. Kids Golf Foundation is a wonderful added value to an already fantastic sporting event for children and their families. It also demonstrates our commitment to advancing sustainability in and through golf. Our thanks to GEO for all their support in planning, recording and communicating the initiative.”

Alessandro de Luca, Greens Section Director with the Italian Golf Federation said, “For many years, the IGF has supported and believed in all the GEO’s activities. Working together, we are focused in the management of the courses across the country, in professional and amateur tournaments and also through our commitment around The 2022 Ryder Cup.”

Jonathan Smith, Executive Director of GEO thanked and congratulated all the partners for their leadership: “Golf events of all sizes can play a really meaningful part in advancing environmental action, awareness and education. With the way that children and families are built into the DNA of U.S. Kids Golf, it makes it all the more powerful to deliver this kind of initiative and connect with the golfers, parents, business and community leaders of the future. We are extremely proud to be able to support and promote the work.”

A new Sustainability Policy for the Venice Open is ensuring that a range of practical actions are being undertaken to foster nature, conserve resources and support the community across the following key areas of delivery: Venue management; Event staging; Communications; and Outreach and legacy projects



As the first year of a more formalised approach to sustainability, 2017 will also act as a baseline for data, ideas and information gathering which will guide the expansion of future efforts at this tournament and at other U.S. Kids Golf events.

U.S. Kids Golf Foundation <http://www.uskidsgolf.com/> (<http://www.uskidsgolf.com/>)

Golf della Montecchia <http://www.golfmontecchia.it/en/> (<http://www.golfmontecchia.it/en/>)

GEO [www.golfenvironment.org](http://www.golfenvironment.org) (<http://www.golfenvironment.org>)

Image

GEO sustainability partnership at the 2017 Venice Open.jpeg

GEO Communicating sustainability at the 2017 Venice Open.jpeg

Tweet  5

- [Alessandro de Luca \(https://golfbusinessnews.com/tag/alessandro-de-luca/\)](https://golfbusinessnews.com/tag/alessandro-de-luca/) •
- [Dan Van Horn \(https://golfbusinessnews.com/tag/dan-van-horn/\)](https://golfbusinessnews.com/tag/dan-van-horn/) •
- [Golf Della Montecchia \(https://golfbusinessnews.com/tag/golf-della-montecchia/\)](https://golfbusinessnews.com/tag/golf-della-montecchia/) •
- [Golf Environment Organization \(https://golfbusinessnews.com/tag/golf-environment-organization/\)](https://golfbusinessnews.com/tag/golf-environment-organization/) •

Italian Golf Federation (<https://golfbusinessnews.com/tag/italian-golf-federation/>) •

Jonathan Smith (<https://golfbusinessnews.com/tag/jonathan-smith/>) •

Paolo Casati (<https://golfbusinessnews.com/tag/paolo-casati/>) •

U.S. Kids Golf (<https://golfbusinessnews.com/tag/u-s-kids-golf/>)

[www.UnlockingGolfsTruePotential.co.uk](http://www.UnlockingGolfsTruePotential.co.uk)  
syngenta

(<http://unlockinggolfstruepotential.co.uk/>)

**Sign up for our free twice weekly golf industry news summary**

email address

Subscribe

Follow us on Twitter and LinkedIn.  (<https://twitter.com/eGolfBusiness>)

 (<https://www.linkedin.com/company-beta/2109990/>)

0 Comments [golfbusinessnews.com](#)

Login

Recommend Share

Sort by Best



Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS

Name

Be the first to comment.

ALSO ON GOLFBUSINESSNEWS.COM

### Pressing Need for Consolidated Golfing Data

1 comment • 6 months ago



**golfpromal** — The ORCA Report (www.orcareport.com) in the US is beginning to collect rounds and revenue data for public golf

### Ladybank Golf Club Thrilled With Response

1 comment • 5 months ago



**Craig Loftus** — Its Lundin Golf Club not Lundin Links Golf Club.....

### Motocaddy Launches Revolutionary S5 Connect Electric Trolley

1 comment • 6 months ago



**James Worth** — Interesting. I know Motocaddy have been around a while but really?All these

### GCMA and Sports Publications agree publishing deal

1 comment • 8 months ago



**James Wilkinson** — With every golf manager we work with the GCMA are always up there with the

## Quick Links

- ▶ Home (<https://Golfbusinessnews.Com/>)
- ▶ News (<https://Golfbusinessnews.Com/News/>)
- ▶ GOOD Directory (<https://Golfbusinessnews.Com/Golf-Owners-Operators-Developers-Directory/>)
- ▶ Diary (<https://Golfbusinessnews.Com/Diary/>)
- ▶ About GBN.Com (<https://Golfbusinessnews.Com/About/>)
- ▶ Contact GBN (<https://Golfbusinessnews.Com/Contact-Us/>)