

**FOR IMMEDIATE RELEASE**

**April 29, 2021**

**LOBB + PARTNERS HIRED TO REVITALIZE WATERTON LAKES GOLF COURSE**



Waterton Lakes Golf Course - view across the 13th tee towards the 12th green

**Winnipeg, Manitoba** — Lakeland Golf Management announced today Golf Course Architecture firm Lobb + Partners has been retained as part of their team set to revitalize Waterton Lakes Golf Course — a historic 18-hole course, in southwest Alberta, owned by Parks Canada.

Waterton Lakes GC is a place where wildlife—deer, elk, moose, and the occasional cougar and bear roam. More than 1,400 forms of flora, many species not found anywhere else in Alberta, also call this place “where the mountains meet the prairies” home. The course dates back to 1922 when the original 9 holes were opened. To accommodate demand, a second nine was added, and on Canada Day, 1935, Waterton Lakes expanded to 18 holes. Following input from Canada’s most famous Golf Course Architect, Stanley Thompson, further course improvements were made through the 1950s.

Lakeland Golf Management operates 9 golf courses in Western Canada (five in Manitoba, four in Saskatchewan). Parks Canada has awarded them the Lease to manage, operate, maintain and make capital improvements to Waterton Lakes Golf Course for the next 25 years.

“Lakeland Golf Management is excited to work with Lobb + Partners to help revitalize this historic course for visitors and locals to enjoy for generations,” said Harry Brotchie, President, Lakeland Golf Management Inc.

“Our team’s approach to intelligent design and sustainability strives to maximize the positive impacts Waterton Lakes Golf Course can have on its social and environmental surroundings,” said Alex Hay, Lobb + Partners’ Canadian Partner and Design Associate. “We believe when managed properly golf courses provide many positive benefits to local environments and wider communities. A sustainable approach was part of golf in the beginning and it must be part of golf in the future. We look forward to working with Lakeland Golf Management on this exciting project.”

As part of its contribution to this long-term project, Lobb + Partners recommends: increasing the connection with the surrounding natural landscape and to helping educate golfers on the importance of protecting—and respecting—the rare flora and fauna which call the golf course home.

Today, the golf course remains an important attraction within Waterton Lakes National Park, and is a strong community asset. Both Lakeland Golf Management and Lobb + Partners look forward to ensuring the course is not just preserved, but enhanced, for future generations to enjoy.

In addition to this project, Lakeland Golf Management has entered into an agreement with Lobb + Partners to assist, as needed, with future review, planning and design solutions for other properties in their portfolio.

**For more information:**

About Lakeland Golf Management

Lakeland Golf Management is an established golf course management company which, through the Lakeland Golf Management Group of Companies, provides design, consulting, operational and management services for a wide range of courses. Led by Harry Brotchie, a Past President of the PGA of Canada, and current President of the National Golf Course Owners Association of Canada, Lakeland Golf Management team of professionals has a successful track record in creating positive golf course experiences for players and operational achievements for clients.

<https://www.lakelandgolfmanagement.com/>

About Lobb + Partners

Lobb + Partners is an international multi-discipline practice providing comprehensive services for golf development, including golf course design and re-design. The firm was founded in 2016 by Tim Lobb who has 25 years experience working in the industry. In 2018 L+P expanded to Canada under the guidance of Alex Hay and Oliver Tubb. The firm continues to grow globally and in 2019 their South Korean office opened.

<https://www.lobbandpartners.com/company.php>

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