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## **FIRST U.S. GOLF COURSE FOR TIGER WOODS HAS AN ALTITUDE**

There is a line in a classic movie that proclaims “If you build it, they will come.” Well, more than 1,200 people showed up November 8<sup>th</sup> for the media event when Tiger Woods and Founder/CEO Jim Anthony unveiled the golf course plans for The Cliffs at High Carolina.

That included more than 50 members of the press and busloads of individuals from the other seven Cliffs communities stretching all the way into South Carolina.

They all wanted to see the panoramic 50-mile views from elevations above 4,000 feet on the first American golf course built by the world’s premier professional golfer.

They were not disappointed.

Woods stated that one of his goals is to create “a course that golfers will want to play more than once.” With that in mind, there will be six sets of tees, with distance ranging from 5,000 to 7,500 yards.

Woods made his first public appearance at the 3,000-acre property for the unveiling of the course, but he has visited the upscale golf course/real estate project five times, according to Dan Brazinski, vice president of course maintenance at all eight Cliffs communities in both Carolinas.

Even though he is recovering from knee surgery, during one of his visits Woods registered 22,000 steps on a Cliffs pedometer issued by Anthony. “We want to encourage walking for health reasons,” said the Cliffs founder. And Woods said the same about walking the golf course.

“I want the golfers to consider this course playable, by choosing the best options, not because of the length. Instead, I will use angles to make the holes difficult,” Woods stressed during the press conference.

“This property is phenomenal, breathtaking, with those 50-mile views,” said Woods. “You just don’t see that anywhere else.”

It was announced that the course would be completed by 2011, under a rigorous schedule. It is located far above Fairview off Old Fort Road from Highway 74. Another entrance is under construction at exit 59 on I-40 in Swannanoa.

A revealing sitemap claims Cliffs at High Carolina is “minutes from Asheville.” They must be very long minutes. Visitors travel five miles on Old Fort Road just to reach the entrance. The distance from there to the top of a Blue Ridge mountain seems like another five miles straight up.

The property tour for journalists was handled in five Land Rover four-wheel drive vehicles through heavily forested land on lumber mill roads from yesteryear. But it brought the group to the spectacular 18<sup>th</sup> hole. It has fairway vistas as far as the eye could see. The hole will be 498 yards downhill - a very challenging par four. Yes, the view will be distracting.

Brazinski said the great views will be enjoyed on at least 10 of the 18 holes. Golfers and hikers will also appreciate the sounds of natural mountain springs and tumbling waterfalls. There will be a par three over a corner of a small lake.

In an exclusive interview, Anthony addressed an issue of concern to nearby residents and communities – water quality certification.

Anthony was aware of the questions being raised. “The communities and residents in this area should be concerned...and we want to respond,” said the founder of the Cliffs.

“Our plan is to use recycled water to irrigate this golf course and we intend to bring water from the Asheville system to the mountain,” said Anthony. “We see this as a whole new kind of conservation and we are setting very high standards for the entire community.”

Cliffs at High Carolina includes roughly 3,000 acres and will eventually accommodate more than 1,000 homes. Sales to date have exceed 50 homesites, starting at \$500,000, for a total of \$40 million. A Cliffs executive said very few of the homes will be adjacent to the course.

At the press conference, Anthony said “Our ultimate goal is to establish Cliffs at High Carolina as the No. 1 community in America.”

With a big boost from Tiger Woods, it is entirely possible.

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