

# WHAT'S UP MUSKOKA SPORTS

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## Muskoka Bay Club golf goes prime time

By Matt Driscoll

An area golf club's recent exposure on the small screen is getting attention from some unlikely locations.

In the months of November and December, the Muskoka Bay Club will be making regular appearances on the Golf Channel's GolfNow program.

"They focus on different areas around the world and this particular program focuses on Ontario," says Chuck MacDougall, director of sales, marketing and construction at the Muskoka Bay Club. "My guess is that they came because of how highly the Muskoka Bay Club is ranked and the accolades we've received."

The episode focuses on several golf courses from across Ontario, including locations in Niagara, Collingwood and Toronto. It features some of the top 'stay and play' locations in Ontario.

The program has already aired once on the Golf Channel, where GolfNow is their second highest-rated program.

"They did a great job," says MacDougall. "They talk about the villas, the course itself and the area of Muskoka."

MacDougall said the crew and host Lauren Thompson visited Muskoka in July, after postponing an earlier trip due to inclement weather.

"It expands our market. Because it's aired internationally, it lets more people know where Muskoka is and what

our little piece of Muskoka has to offer," says MacDougall. "It gets the word out and that's what matters to us."

The word has now been spread across North America, and MacDougall says the day after the program was first

broadcast they received calls from as far afield as Houston, Texas and Charlotte, North Carolina.

The program airs again on the Golf Channel on Nov. 24, Dec. 15, Dec. 19, Dec. 21 and Dec. 26.



Photograph: Palmer Wong

Muskoka Bay Club is reaping the rewards of its international television coverage on the Golf Channel.