VIRGINIA'S NO. 1 TEACHING PROFESSIONAL CHRIS GEORGE AMONG FIRST GOLF CHANNEL ACADEMY INSTRUCTORS

Orlando, Fla. (Feb. 20, 2015) – Chris George, the head of instruction at the Golf Academy at Kingsmill Resort in historic Williamsburg, Va., has been named one of the inaugural instructors of the newly formed Golf Channel Academy.

George is among the first 40 of the game’s most influential and recognizable teachers coming together to establish a dedicated network of instruction facilities with the active support of Golf Channel, the game’s leading global multimedia and golf entertainment source.

“I’m very excited to be among the first teachers associated with the new, dynamic Golf Channel Academy,” said George, voted Virginia’s No. 1 instructor in Golf Digest’s most recent rankings “This is a chance for golf instructors to work together, learning from one another and adopting best practices in both teaching and the business of teaching. I think it’s going to propel the coaches and coaching forward in a big way.”

Golf Channel Academy at Kingsmill Resort will feature George and his staff of instructors: Yancey Dean, Kingsmill Resort associate head professional, and Loren White, assistant golf professional.

Golf Channel Academy is the first network of its kind devoted to efficiently growing the business of golf instruction. With 44 charter locations already committed, Golf Channel Academy will be inviting additional coaches to become part of the network as it officially launches in April 2015.

These coaches will benefit from a wide-spectrum of business consulting services and products addressing marketing, sales, technology and back-office solutions needs, as well as shared best practices across the network. Coaches also will have the opportunity to appear on instructional programming across Golf Channel's television and digital platforms. Students at Golf Channel Academy locations will be able to track their progress using advanced software to measure specific goals under the direction of their personal coach.
“Golf Channel Academy will align the top coaches from across the country to run their business within a robust, collaborative operation,” said Todd Wilson, CEO of Golf Channel Academy. “Our members will have a unique opportunity to tap into best practices and proprietary data that will assist each member instructor and academy operation to grow their business while operating under one unified brand.”

A native of Richmond, Va., George was appointed as the Head of Instruction at Kingsmill in 2003 and has since grown into one of the most accomplished coaches in the Middle Atlantic region today. Recognized by the PGA of America as the 2010 Middle Atlantic Section Teacher of the Year, also was named a U.S. Kids Golf Top 50 Teacher in 2008 and received honorable mention in 2009 and 2012, and was selected as a Golf Range Association of America (GRAA) Top 50 Growth of the Game Teaching Professional in 2014.

In 2013, George was honored as a Top 100 Fitter (Northeast Division) by TaylorMade. He also is certified as a custom fitter by Cleveland, Mizuno, Nike, and Ping, and is a K-Vest Level I Certified Professional.

Under George’s direction, the Golf Academy at Kingsmill Resort was recognized by Golf Magazine as one of the Top 25 Golf Schools in America in 2008.

Kingsmill is an AAA Four-Diamond resort located on the James River, and is home to three championship 18-hole courses designed by golf legends Pete Dye, Arnold Palmer, and Curtis Strange.

For more information about George, please visit www.kingsmill.com, or contact chris.george@kingsmill.com, (757) 253-3998 and @chrisgeorgegolf.

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