



NICKLAUS COMPANIES AND ATLAS TURF INTERNATIONAL JOIN FORCES IN STRATEGIC GOLF ALLIANCE

PALM BEACH GARDENS, Fla. (Oct. 28, 2019) – The Nicklaus Companies have signed a strategic golf marketing relationship with Atlas Turf International, the two companies jointly announced today. To date, Nicklaus Companies and Atlas Turf have collaborated on more than a dozen golf projects in 11 countries for grassing of some of the top golf courses in the world.

John Reese, CEO of Nicklaus Companies, said the preferred partnership with Atlas Turf International is a natural extension of the two companies and their work together.

“We have enjoyed a long, positive working relationship over the years and ultimately our clients stand to benefit,” Reese said. “The selection of natural turf products Atlas offers Nicklaus Design clients provides them with a distinct advantage. Grasses must be able to perform at the highest levels and our partner is able to support and service projects around the world. Our work with John and the entire Atlas Turf team has been nothing short of exceptional, and we are looking forward to future collaborations.”

With the reputation as a trusted global source for turfgrass and extensive golf industry experience, Atlas Turf collaborates with clients to deliver complete grassing solutions from selection through grow-in. Atlas Turf’s portfolio of products include warm and cool season turfgrasses as well as native grasses. Projects include new construction, renovations, turf conversions, overseeding, and interseeding.

According to John Holmes, President of Atlas Turf, his company’s knowledge of worldwide distribution channels, relationships with the leading turf experts, and alliances with the world’s premier golf associations all are key components of its identity since its founding in 2011.

“We are proud to have earned the trust and confidence of the Nicklaus team. Around the world, a Nicklaus project is synonymous with excellence in design and stringent construction standards,” said Holmes, who leads the international committee of the Golf Course Builders Association of America. “Our goal is to match this level of design quality with the world’s most advanced and innovative turfgrasses, bringing even further value to Nicklaus Design clients.”

For more information about Nicklaus Companies, visit www.nicklaus.com. For more information about Atlas Turf International, visit www.atlasturf.com.

About the Nicklaus Companies

For 50 years, the mission of Nicklaus Companies has been to enhance the golf experience and to deliver quality branded products and services on a global basis that mirror the high standards established in the career and life of its Founder, Jack Nicklaus. The Nicklaus Companies businesses include golf-course design, the development of golf and real estate communities, and the marketing and licensing of lifestyle products worldwide under the iconic Jack Nicklaus and Golden Bear brands. Nicklaus Design, recognized as the world leader in golf course design, has created over 420 courses worldwide, open for play in 45 countries and 40 U.S states. In 2007, Jack Nicklaus partnered with Howard Milstein to further the growth of the company and expand the branded businesses. In addition to institutionalizing the Nicklaus brands for the future, Milstein has instilled a personal philosophy of “A Brand That Gives Back” with products and partners committing to donations to help the Nicklaus Children’s Health Care Foundation and other charities. A leading entrepreneur in the golf industry, Milstein also created [8AM Golf](#), a family of companies that also includes GOLF Magazine and [GOLF.com](#), Miura Golf, Club Conex, True Spec Golf and GolfLogix. All share a common mission to help players at all levels enjoy the game more.

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