



POLAND'S TOP GOLF RESORT UNLOCKS A NEW LOOK

28TH APRIL 2015

Modry Las Golf Club is bursting into the new golf season by unveiling its newly redesigned logo and launching its eco-friendly property offering. The announcements were made while staff members at Poland's top golf resort were making the final preparations for the launch of its much-anticipated nine-hole golf course, **Orli Las**.

The new logo sports a contemporary feel that signifies the next stage in the evolution of the resort. "The development of Modry Las is continuing at pace," said Arthur Gromadzki, chairman of Modry Las. "We are entering a new phase of works which will see us becoming a 27-hole golf facility with vastly improved infrastructure and on-site accommodation where you can wake up in the morning, pick up your clubs and walk straight out onto the course. At Modry Las you are engulfed in nature at its best and when you stay and play you are at the heart of the golf course."

Since its launch in 2009, Modry Las has evolved to keep up with the demands and needs of the times. Last year it launched a clean, user-friendly website. This spring it follows in its contemporary path with a fresh logo.

The logo is more than simply a redesign. It represents a larger objective: the creation of a residential resort offering a healthy lifestyle built around leisure and sport. Since its opening, the Gary Player-designed course has been awarded numerous international accolades, including being named Poland's Best Golf Course at the inaugural World Golf Awards last year, and has undergone a series of changes culminating in the opening of three stylish Swiss-designed self-catering cottages and six course-side Garden Suites.

More significantly, Modry Las has also released details of the 130 residential plots that are now available to purchase either alongside the Gary Player-designed championship course or overlooking one of the two spring-fed lakes framing the property. With a minimum of 1,000 square meters assigned to each plot, the resort's International Marketing Director said the launch of the new logo had been timed to highlight the development of the spacious and eco-friendly residences.

"From the outset, Modry Las was intended as the centrepiece of a unique resort incorporating a contemporary residential community underpinned by sporting

excellence,” noted Pamela Gromadzki. “We took this model and developed it by incorporating environmentally friendly policies that would minimize the impact on the landscape and ensure the resulting homes would feature the latest eco-technologies such as triple glazing, ground-source heat pumps and cavity wall insulation.”

The first onsite show home has been constructed at Modry Las by specialist German eco-friendly house builder HAAS following the designs of a Swiss architect. Showcasing energy saving features such as under-floor heating and mechanical ventilation with heat recovery, the HAAS eco-friendly homes can be built in just three months thanks to innovative and pioneering precast building technologies.

“Modry Las, and the countryside that surrounds it is unique,” Pamela Gromadzki continued. “Our absolute objective has been to create an international resort that surpasses people’s expectations of golf in Poland and, more importantly, blends into the beautiful scenery that surrounds it. The property opportunities that now exist at Modry Las achieve this aim, which is also reflected in our new logo.”

Later this spring, the Gary Player designed 18-hole course will be joined by the much-anticipated nine-hole layout Orli Las. Surrounded by lush woodland and featuring infinity greens that jut into stunning lakeland scenery, the new course is already attracting interest

“We are very excited about our new nine-hole course as it will add an exciting dimension to Modry Las,” added Gromadzki. “There has already been quite a lot of interest in Orli Las from the golf industry because of its short format and the quality of the land on which it has been built, but the proof will be in the playing. I am certainly looking forward to seeing the reactions of players of all standards when we open Orli Las in June. I am sure it will be an exciting launch.”

- ends -

Notes to editors

- 1) **Modry Las Golf Club** was officially opened by Gary Player and Poland’s Vice Minister of Sport and Tourism, Adam Giersz, on July 4, 2009.
- 2) **Modry Las Golf Club** is preparing a 2015 launch of the planned Modry Las Golf Resort that will include 130 single-home plots.
- 3) **Modry Las Golf Club** beat off competition from six other Polish venues to claim the title Poland’s best golf course at the inaugural World Golf Awards in 2014.
- 4) **Modry Las Golf Club** was the only Polish entry in *Golf Journal*’s inaugural Top 100, and was also included in the top 100 European golf courses by Golf World magazine in 2009 and 2011. In Poland, it has also received top honours from the country’s leading golf website www.Polishgolf.pl.
- 5) Gary Player and Gary Player Design have a portfolio of over 300 projects in 35 countries on five continents.
- 6) For more information about **Modry Las Golf Club**, please visit www.modrylas.pl
- 7) For more information about the World Golf Awards, please visit www.worldgolfawards.com

For further quotes, interview opportunities and images, contact the Modry Las Golf Club international press office at yvonne@thewordassociation.biz or call Yvonne Alexander on:

Office: +44 (0) 1337 858 807

Out of hours: +44 (0) 7976 369 260

Poland office: +48 667 710 410

Email: mwilk@modrylas.pl



Press release distributed by The Word Association
www.thewordassociation.biz