

Grand Traverse Resort heats up the summer with golf, tennis, tunes

Acme, Michigan—

Over a century ago, Horace Greeley advised, "Go west." But in Michigan, the direction people seem to take these days is northwest, to the Traverse City area. One reason for the area's popularity is the number of events and activities that fill the summer season, and at the center of the action stands Grand Traverse Resort.

Golf is the hands-down favorite summer activity at this renowned resort which boasts two championship golf courses. The best known of the two, The Bear, is indeed a test, even for the finest golfers.

Each year, the top golfers in the state take on The Bear, which has been the home of the prestigious Michigan Open since it opened in 1985. This year the tourney bears the title, Detroit Newspapers Michigan Open, and will be held from June 28 to July 1. Steve Brady of Farmington Hills, who won in a playoff last year, will attempt to make history by being the first player to win the tournament three years in a row.

Vacationing golfers may not set records on this Jack Nicklaus-designed golf course, but they do like to try their skill on the course the pros play. According to Ken Hornyak, the Resort's director of golf, "A lot of people who play The Bear are average golfers, who want a chance to experience what we offer. We try to make sure they experience the finest conditioned golf courses and service in the entire Midwest."

Grand Traverse Resort's other championship golf course, Spruce Run, was designed by Bill Newcomb. Although it is more forgiving than The Bear, it's still a challenge. Enough of a challenge, in fact, for the Michigan Open, which was held on Spruce Run (then called The Resort Course) from 1981 until 1984, before The Bear opened.

But golf is only one, in a list of many, when it comes to summer activities at this destination called "The Midwest's Best." Tennis enthusiasts spend a fair share of time in pursuit of their favorite sport while the weather is warm. The Resort has four outdoor and five indoor tennis courts, and a full time tennis pro on staff.

Tennis, racquetball, volleyball, and aerobics are offered through The Max, Grand Traverse Resort's complete health and racquet club, which also has a weight room and fitness equipment. But it is the Resort's host of organized and

supervised children's activities which make this vacation destination so popular with families.

Children may participate in activities with names that sound like a lot of fun. Here's a partial list: Mousercise, Super Swim, Juice Box Tennis Lessons, Peanut Program, Beach Blast, Face Painting and a Movie, Sidewalk Art, and Morning Munchkins.

One of Traverse City's foremost claims to fame is its reputation as the home of the National Cherry Festival, which annually attracts some 600,000 visitors. One of the Midwest's largest festivals, the 1993 edition will be held July 3 - 10, and Grand Traverse Resort will be the location of several festival functions.

Events at the Resort start with the popular Million Dollar Hole-In-One Contest, held all week with a chance to win a cool \$1 million in cash. The festival's Cherry Rite Fest '93 will be held at the Resort July 3 and 4. The Resort grounds also will be the site of several National Cherry Festival music concerts which include Foreigner on Monday, July 5 and Dwight Yoakam with Suzy Boggus on Wednesday, July 7.

No story about summer fun would be complete without water activities. The Resort has two indoor swimming pools, two outdoor swimming pools, and a beach and sailing club along the shore of East Grand Traverse Bay, on Lake Michigan. Resort guests have access to sailing, parasailing, wave runners, sailboards, and fishing and sailing charters, either directly from the Resort, or through businesses located nearby.

If summer romance is what you're looking for, an outing in a horse-drawn carriage can add a touch of amour to your vacation as it carries you along orchard lined country lanes in the surrounding area. Dinner and dancing in the award-winning Trillium Restaurant and Lounge can help fill your evening with romance as well.

Summer wraps-up on Labor Day weekend as The Midwest Pro Volleyball Association final tournament of the year takes place.

The best sand volleyball players in the Midwest compete on courts constructed at the Resort last year.

Days and nights filled with sun, fun, and plenty of things to do, make the best of all seasons, even better. For more information about events, activities, golf and family vacation packages call Grand Traverse Resort at 1-800-748-0303.



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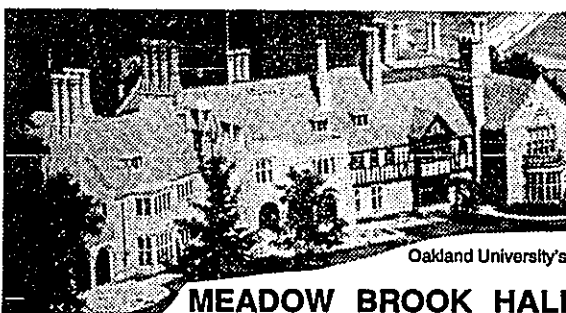
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