



SANTA CLAUS GOLF

ROVANIEMI LAPLAND FINLAND



PRESS RELEASE  
14.2.2017

## SANTA'S SNOW GOLF TOURNAMENT

- Experience golf in the snowy fairways and help Santa in his good deeds

In March 2017 golf can be experienced in a whole new way in Santa's Snow Golf Tournament. With the temperature well below zero and the landscape covered with pure white snow the greens turn into whites and challenge you in unexpected ways. The tournament takes place on the 18<sup>th</sup> and 19<sup>th</sup> of March 2017 in the official hometown of Santa Claus - Rovaniemi.



*On the winter golf course there are no greens – but whites.*

The golf club of the Official Hometown of Santa Claus – Arctic Golf Finland - was established on the icy Kemijoki -river in 1986. During the first years golf in Rovaniemi was played solely on a winter golf course built with snow and ice on the frozen river. Since then golfers have been enjoying the game at the Arctic Circle both on whites under the northern lights during winter and on greens in the midnight sun in the summer.

Built at the feet of Ounasvaara fell, the winding fairways on the forestry hillsides offer a relaxing golfing experience and beautiful views down to the valley of the rivers Kemijoki and Ounasjoki. Winter golfers tread mostly the same paths as summer guests, playing the route of the grass course beneath. In the winter however, the lakes and ponds of the course are used in a different way - as they are frozen, some of the whites are on the ponds and lakes.

With the temperature well below zero and the landscape covered with pure white snow you need to equip accordingly. In the white fairways trolleys are changed in to sleds, white golf balls in to bright orange ones and shorts and t-shirts in to warm winter clothes and warming mittens. One also has to note the different rules of snow golf. Players are for example allowed max 3 irons and a putter and 5 iron is the biggest club to play with. Further information about the tournament you can find at [www.arcticgolf.fi](http://www.arcticgolf.fi).

As the golf course is situated in the Official Hometown of Santa Claus, the club will be renamed Santa Claus Golf and the tournament will be the launch of the new name. To help Santa with his mission in delivering happiness around the world, Santa Claus Golf also launches an advocate program. All the friends of Santa Claus and golf can become affiliate members of Santa Claus Golf and help Santa Claus in his mission. The affiliate members themselves, also get a surprise from Santa.

### FURTHER INFORMATION:

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## Santa's Snow Golf Tournament

- ✓ 18th & 19th of March 2017
- ✓ Played on the snow and ice golf course in Ounasvaara, Santa Claus Golf
- ✓ 2 x 9 holes stroke play (hcp)
- ✓ Registration: [mail@arcticgolf.fi](mailto:mail@arcticgolf.fi) or by phone +358(0)40 13 54321
- ✓ More information: [www.arcticgolf.fi](http://www.arcticgolf.fi)

## Santa Claus Golf

- ✓ Founded in 1986 as Arctic Golf Finland
- ✓ 800 members
- ✓ The golf club of the Official Hometown of Santa Claus
- ✓ Situated at the Arctic Circle, in Rovaniemi, Lapland, Finland
- ✓ 18 hole golf course and 9 hole winter golf course
- ✓ Summer season from May until mid-October, winter season from January until March
- ✓ More information: [www.arcticgolf.fi](http://www.arcticgolf.fi)

## Rovaniemi

- ✓ The Official Hometown of Santa Claus
- ✓ Meet Santa in Santa Claus Village every day of the year
- ✓ Winter activities: snowmobile, husky and reindeer safaris, Nordic and downhill skiing, snowshoeing and fatbiking, sauna and ice swimming among others
- ✓ Other activities: museums, science centers, theatre, shopping, culinary treats and so on. To see more: [www.visitrovaniemi.fi](http://www.visitrovaniemi.fi)
- ✓ Arrival: direct flights from London, Berlin and Zurich, several flights a day from Helsinki (1 hour flight)
- ✓ Accommodation: a wide variety of accommodation options varying from snowhotel, to class igloos and the best hotel of Finland to atmospheric cottages
- ✓ March is high season, so book your flights and accommodation as soon as possible

Welcome to the Official Hometown of Santa Claus – where greens are whites!