

New Format for 2009 Allstar Communications Estabrooks Cup

Things will look a little different this year as the province's best players gather to compete in the 2009 Allstar Communications Estabrooks Cup. The New Brunswick Golf Association (NBGA) has introduced a new format for the Estabrooks Cup allowing for the inclusion of the province's top female and senior male players.

The Allstar Communications Estabrooks Cup, named after NBGA Past President John Estabrooks of Moncton, was first played in 1998 and for the past 11 years, it has been a "best on best" Ryder Cup style event for New Brunswick's best male amateur golfers. Traditionally, twelve player teams were selected for both the North and South to compete in a two-day tournament containing fourball matches, foursome matches and singles matches. The first ten positions on each team have been filled on the basis of final point standings in the Allstar Communications NB Men's Player of Year Challenge. The final two spots on each team are reserved as captains' picks.

With the evolution of the BMO Nesbitt Burns (Moncton) NB Ladies Player of the Year Championship and the introduction of the Allstar Communications NB Senior Men's Player of the Year Championship in 2008, there was mounting interest in having year-end championships for Ladies and Senior men. In the end, the NBGA Executive determined that it made most sense to incorporate the top ladies and top senior men into the Allstar Communications Estabrooks Cup.

As such, for 2009, the Allstar Communications Estabrooks Cup will carry 16 player teams from North and South. Each team will be made up of 8 top amateur male players, 4 top amateur female players and 4 top senior men. For each team, the first 7 male amateur positions, the first 3 female positions and the first 3 senior men's positions will be automatically earned through a player's finish in their respective player of the year standings. The 8th spot for amateur men and the 4th spot for each of the ladies and senior men will be captain's picks.

The New Brunswick Golf Association is also very pleased to introduce Allstar Communications as the new title sponsor for the Allstar Communications Estabrooks Cup. Allstar Communications started with the NBGA in 2008 as the title sponsor of the Allstar Communications NB Senior Men's Player of the Year Championship. In 2009, Allstar Communication's support includes title sponsorship for the Estabrooks Cup, the NB Senior Men's Player of the Year and the NB Men's Player of the Year Championship.

"We are very pleased to take this exciting step with the Allstar Communications Estabrooks Cup," suggested NBGA Executive Director Pierre Arsenault. "Having the province's best female and senior men's players join our best men's amateurs will breathe new energy into what is already one of the most popular events of the year. We are also grateful for Allstar Communications' very generous and passionate support of our New Brunswick golfers."

The format for the 2009 Allstar Communications Estabrooks Cup will remain the same with fourball matches and foursome matches being played on Saturday. Sunday's final round will include singles matches. The 2009 Allstar Communications Estabrooks Cup is scheduled for October 4th-5th at the Edmundston Fraser Golf Club. In the eleven year history of the Allstar Communications Estabrooks Cup, South has won the championship 6 times while North has 5 victories. After only claiming one victory in the event's first 5 years, the South has roared back with 5 victories in the last 6 years, including the past three years.

Allstar Communications is a leader in the telephone answering & telemessaging industry. Having been in business since 1983, they currently service over 1500 customers and process up to 3500 calls per day. Based in Moncton, NB, Allstar Communications is a solutions oriented company with an experienced staff supported by the most recent technological advanced in Call Center

switching. Allstar's forte is their ability to understand and replicate existing Call Center operations in order to make their outsourcing virtually seamless.

The New Brunswick Golf Association, a not for profit organization founded in 1934, is the official governing body for amateur golf in New Brunswick. In January of 2006, the NBGA officially merged with the New Brunswick Ladies Golf Association (NBLGA), resulting in one united governing body for amateur golf in the province. Programs offered by the NBGA to its 14,000 members include: 18 provincial championships, rules of golf education, course rating and handicap services, junior golf development programs and member club marketing initiatives.

For more information on the Allstar Communications Estabrooks Cup please visit the New Brunswick Golf Associations web site at www.nbga.nb.ca