



**NICK BRADLEY TO LEAD INSTRUCTION STAFF AND CLUB FITTING AT REYNOLDS KINGDOM OF GOLF**

*PGA, European Tour Winners Among Celebrated Teacher's List of Successes*



**Greensboro, Georgia (Jan. 17, 2018)** – Nick Bradley, one of the most progressive performance consultants in golf, has joined the Reynolds Lake Oconee golf team as Director of The Reynolds Kingdom of Golf presented by TaylorMade.

Originally from London, Bradley – whose most celebrated clients included PGA Tour stars Justin Rose, Paul McGinley, Brad Faxon, and Kevin Chappell – brings more than 25 years of expertise training amateurs, professionals, and elite junior players. Bradley also served as strategic consultant for European Ryder Cup Captain Paul McGinley in 2014.

In his new, full-time position, Bradley will oversee the state-of-the-art operation at The Reynolds Kingdom of Golf, a 16-acre campus adjacent to the AAA Five Diamond Award-winning Ritz-Carlton Reynolds, Lake Oconee, and close to all 117 holes of Reynolds' highly acclaimed courses.

Previously available only to PGA Tour professionals, The Reynolds Kingdom of Golf combines a creative, comprehensive golf academy adaptable to all golfers, with an unmatched TaylorMade custom golf club fitting experience. Bradley also will serve as Director of Instruction, overseeing all member and resort guest instruction. The instruction curriculum – which integrates Reynolds Kingdom of Golf teaching and coaching staff – includes golf fitness training and complete swing and body analysis. Two fully enclosed teaching studios are equipped with the latest in technology.

Bradley—who is also a successful motivational speaker and business executive trainer—has lived in the United States since 2005. Bradley's career began in 1994 with the David

Leadbetter Golf Academy. He served as Leadbetter's European Director of Golf Instruction until coming to the states.

"To technically improve a golfer is relatively simple; we know the code," says Bradley. "What drives me is contributing to a team environment and the individual's growth."

A two-time best-selling author with his groundbreaking "The 7 Laws of the Golf Swing" and the follow-up "KINETIC GOLF," Bradley's work has been featured in major golf publications worldwide. His students include winners on every significant pro tour, as well as seven national amateur champions.

When Rose began working with Bradley in 2006, he was 125<sup>th</sup> in the world rankings. Under Bradley's training, Rose climbed to No. 5 in the world—within 20 months. During this period, Rose won the 2007 European Order of Merit and secured a place on the 2008 Ryder Cup team.

Chappell, who had no status on tour in 2009 when he started work with Bradley, won on the Nationwide Tour, broke two Nationwide tour scoring records, finished third in the 2011 U.S. Open, and earned his PGA TOUR card. He currently is No. 34 in the world.

Located between Atlanta and Augusta, Reynolds Lake Oconee features six golf courses designed by legendary golf architects including Jack Nicklaus, Rees Jones, and Tom Fazio. Beyond the "Top 100"-ranked courses and a range of sporting activities, Reynolds has been named one of the "25 Best Golf Communities in North America" by GOLF Magazine and offers a wide variety of real estate options. Boasting more than 350 miles of Lake Oconee shoreline, Reynolds Lake Oconee also features four marinas, the Lake Club wellness center, and an award-winning tennis center.

Vacation guests at Reynolds can choose from individual cottages within the private gates, while enjoying a variety of amenities. Accommodations also are available at The Ritz-Carlton Lake Oconee. A variety of vacation packages are available.

For more information about Reynolds Lake Oconee, call (877) 809-3324 or visit [www.reynoldslakeoconee.com](http://www.reynoldslakeoconee.com)

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#### **About Reynolds Lake Oconee**

Surrounded by more than 350 miles of majestic shoreline on Georgia's historic Lake Oconee, the golf destination resort community of Reynolds Lake Oconee features six championship golf courses and is home to The Reynolds Kingdom of Golf presented by TaylorMade, a world-class instructional and club fitting facility. Located between Atlanta and golf's legendary grounds in Augusta, Reynolds Lake Oconee is an outdoor recreation paradise that includes the Sandy Creek Sporting Grounds, award-winning tennis center, swimming pools, pedestrian trails, wellness campus, and full-service marinas to facilitate water sports. Guests can choose private accommodations that include luxury resort condominiums and cottages, or The Ritz-Carlton Reynolds, Lake Oconee, a 251-room lakefront resort and spa named a 2016 AAA Five Diamond Lodging and 2015 Forbes Four-Star resort. Dining is available at ten distinctive culinary venues. Originally established in 1988 as Reynolds Plantation, Reynolds Lake Oconee is located roughly 90 miles from Atlanta's Hartsfield-Jackson International Airport. For more, visit [reynoldslakeoconee.com](http://reynoldslakeoconee.com).

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