



ARCIS GOLF

Las Vegas Golf Club Hosts “Rock The Pines” for Love Hope Strength Foundation
Golf and music event starring The Alarm, With Special Guests, at Desert Pines GC



LAS VEGAS, Sept. 12, 2018 – [Arcis Golf](#), the second largest owner-operator of private, resort, and daily fee clubs in the U.S., has joined forces with the Love Hope Strength Foundation to present “Rock The Pines,” a celebrity golf tournament and a unique, unplugged concert to be held at Desert Pines Golf Club, only minutes from the Las Vegas Strip, on Saturday, Oct. 20.

The [Love Hope Strength Foundation](#) (LHS) manages the “Get On The List” campaign to recruit potential donors to the bone marrow registry to help give people with blood cancers and blood disorders a second chance of life. The Foundation, which was founded by cancer survivor Mike Peters of iconic rock band The Alarm, also supports cancer care projects that help families in the U.S. and abroad. Peters will be performing with his band at Rock the Pines, along with special guests Robin Wilson of the Gin Blossoms and Billy Duffy of The Cult.

“Each time a golfer in the Rock The Pines tournament tees off at Desert Pines, they support the drive to save lives,” said Blake S. Walker, CEO of Dallas-based Arcis Golf. “And, for those who just want to come

enjoy the benefit concert, they too will play a part in helping LHS with its mission to ‘save lives, one concert at a time.’”

Golfers and concert goers will be able to register on the international marrow donor registry at Rock the Pines and hear more about the incredible impact that LHS is having on the lives of people facing cancer, all while having fun with rock stars in a beautiful, intimate setting.

“We founded Love Hope Strength to give hope to families affected by cancer,” said Peters. “Events like Rock the Pines are important for three reasons: to get more people on the list, to help fund this work, and to bring people together to celebrate how far we’ve all come - in the medical and research communities and beyond – in our collective mission to offer a better life for people diagnosed with cancer.” Peters continues to be treated for leukemia after first being diagnosed with cancer over 20 years ago.

Over the past decade, through the “Get On The List” marrow-donor registration program, LHS has added more than 170,000 people to the list, resulting in 3,316 direct and potentially life-saving matches.

On Oct. 20, Rock The Pines will start with nine holes of golf at 3 p.m. where participants will be joined by band members and musicians who will play golf, offer impromptu performances, and interact with guests on each hole during the round. Golfers will be able to take photos with and get autographs from the musicians throughout the day.

Starting at 8 p.m., concert goers will enjoy music from The Alarm, Wilson of the Gin Blossoms and Duffy of The Cult in an up-close, intimate performance under the stars, behind the 9th green, in a casual “backyard party” setting adjacent to the Desert Pines clubhouse.

VIP Golf & Concert tickets are \$125 each, with concert-only tickets priced at \$75 apiece.

For more information and tickets to Rock The Pines, visit <https://www.eventbrite.com/e/rock-the-pines-featuring-the-alarm-tickets-49175852298>

Named to the prestigious Inc. 5000 List of the nation’s fastest-growing private companies for the second straight year, Arcis Golf has a portfolio of more than 60 clubs and golf courses in 15 states. Along with redesigning the club experience, the company is committed to broadening the sense of community at its properties.

“The lifestyle of today’s club member includes a personal interest and support of organizations like Love Hope Strength,” Walker said, “which also is a priority of Arcis Golf. We are proud to join Mike Peters and his tremendous staff at Love Hope Strength as hosts of this unique event.”

One of the guiding principles Walker created for Arcis Golf is “Best In Class Leadership,” which doesn’t only mean leadership in business but leadership as human beings. Every property in the Arcis Golf portfolio is encouraged to get involved in its community and give back, staging tournaments and events that raise money, of course, but also bringing people together.

#

About Arcis Golf

Recognized as one of the fastest-growing private companies in America, Arcis Golf is the premier operator of public and private golf clubs in the United States with a portfolio of more than 60 properties in 15 states from coast to coast. An industry leader, providing dynamic direction and unrivaled amenities that complement diverse playing experiences, Arcis Golf is committed reinventing the golf and country club lifestyle experience to a level of excellence that exceeds all expectations. Arcis Golf's allocation of more than \$60 million in major capital improvements to its facilities has resulted in award-winning clubhouse transformations, golf course renovations, and other upgrades that represent part of Arcis Golf's industry-leading acquisition investment of \$400 million since its formation in July 2015. Arcis Golf is supported by [Arcis Equity Partners, LLC](#), a private-equity firm dedicated to making equity and debt investments in the real estate and leisure sectors. Through strategic acquisitions that build and sustain Arcis Golf as a leader in upscale golf and lifestyle experiences, the complete Arcis Golf portfolio benefits from the commitment of Arcis Equity Partners, LLC. Capitalizing on the resources developed to support its growing portfolio, Arcis Golf also provides professional management services to third-party owners under its Arcis Advantage division. Location: 4851 Lyndon B Johnson Fwy, Suite 600 Dallas, Texas, 75244. Phone: (214) 722-6000. Website: www.arcisgolf.com

Media Contact

Karen Moraghan
Hunter Public Relations
kmoraghan@hunter-pr.com
(908) 963-6013