



The Sea Pines Resort Hosts North America Launch of Global Golf4 Cancer *Iconic Lighthouse Shares Bond With Unique International Awareness Campaign*



HILTON HEAD, S.C. (May 3, 2019) – Sharing a special bond through its iconic Harbour Town Lighthouse, [The Sea Pines Resort](#) will co-host the North American launch of the internationally-acclaimed Global Golf4 Cancer awareness campaign on Tuesday, May 7.

As is the custom for Global Golf4 Cancer events, its specially designed flags will adorn the flagsticks on the No. 4 hole throughout the day on Harbour Town Golf Links, Heron Point and Atlantic Dunes, The Sea Pines Resort’s three award-winning courses on Hilton Head Island.

“We are excited to announce the Global Golf4 Cancer North American campaign at an epic golf venue with its lighthouse known throughout the golf world,” said Nick Edmund, the English three-time cancer survivor who created the organization in Great Britain in 2016.

The concept of Global Golf 4 Cancer (GG4C) was designed with a simple objective: to harness the power of golf in the fight against cancer. With approximately 60 million golfers and 35,000 courses worldwide, Edmund notes, it is a community that has enormous international reach to help a variety of cancer-fighting initiatives and shine a light on the work of various cancer charities located across every continent.

Two landmark GG4C events were celebrated at Old Head Golf Links (Ireland), with a lighthouse behind the fourth green, and Trump Turnberry (Scotland), which also has a famous lighthouse.

“A lighthouse is a beacon of hope, as is the Global Golf4 Cancer flag, which flies to represent and signal the hope of a cause,” said Edmund, who will play the fourth hole at Harbour Town, planting the GG4C flag. “In golf, the flag is what you aim at, it’s your goal. Our flag is symbolic of our goal, as well – to encourage and inspire the golfing community to ‘fly the flag’ and support cancer fighting causes worldwide.”

The May 7 event at The Sea Pines Resort coincides with another event on site: the 30th anniversary celebration of LINKS Magazine, which supports GG4C and its organizer—Edmund, a longtime contributor to the magazine.

The significance of the numeral 4 in the designation of the fourth hole to fly the 4-Flag emanates from the fact that cancer impacts the lives of 1 in 4 people during their lifetime, and the numerous golf connections to the number 4: par 4s, four-ball matches, foursomes, and four major championships.

“The flag is a beacon and a banner,” Edmund said. “In our campaign, ‘flying the 4-flag’ is emblematic of what we are striving to inspire – ‘global golf, 4 cancer.’”

In 2014, Edmund was diagnosed with cancer of the head and neck. Three years later, at age 56, he began his GG4C efforts with a walk of almost 1,200 miles along the Wild Atlantic Way in Ireland carrying a set of golf clubs. The purpose was to visit 40 golf clubs and personally deliver a GG4C 4-Flag to each club after playing their 4th hole to raise awareness for the campaign and its goals.

This unique event at Harbour Town Golf Links – which shares this launch with the west coast venue, Pebble Beach Golf Links – adds to the golf legacy of The Sea Pines Resort. Harbour Town recently hosted the 2019 RBC Heritage Presented By Boeing, marking the return of the PGA Tour, which has played at Harbour Town Golf Links every year since 1969.

“We are proud to be selected to help launch Global Golf4 Cancer in the United States and Canada,” said Cary Corbitt, Vice President of Sports & Operations of The Sea Pines Resort. “If seeing the 4 Flag on our golf courses inspires even one golfer to support a cancer-related charity, it would be a success. But knowing the outstanding character of our guests, I suspect we will see a lot more than one golfer support this cause.”

Home to 5,000 oceanfront acres, The Sea Pines Resort is recognized as the premier luxury travel lifestyle destination in the Lowcountry. A quiet retreat for more than 50 years, the island paradise on the South Carolina coastline encourages exploration, as visitors refresh their spirit in a relaxed, luxury resort environment.

The Sea Pines Resort offers an array of outdoor activities for individuals, families, and groups, the resort features five miles of sandy beach shoreline and a 15-mile network of manicured paths, horseback riding, water sports, and eco-adventures – as well as the 605-acre Sea Pines

Forest Preserve rich in wildflowers, wetlands, and more than 130 species of birds. The nationally acclaimed Sea Pines Racquet Club offers 21 clay tennis courts.

All are within a short distance of Hilton Head Island's premier hotel, The Inn & Club at Harbour Town, a luxurious 60-room property that is a Forbes Four-Star boutique hotel and Preferred Hotel Group member. Additionally, the resort offers a selection of luxurious private homes, beach and golf villas for rent.

For more information on Global Golf4 Cancer, visit www.globalgolf4cancer.org. For more about The Sea Pines Resort visit www.seapines.com.

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