

Everything You Need
To Know About The

U.S. MASTERS

The Greats • The Traditions • The Weather • The Travel





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Introduction

For any golf enthusiast, avid player or otherwise who loves the game and its history, the words 'Augusta, Georgia' automatically resonate with another three words:

'Dream golfing experience.'

The Masters Tournament is one of the four major professional golf tournaments, and is always the first of the four to be played each year. What's distinctive about the Masters is the fact that it is held in the same place each year – Augusta National Golf Club.

The tournament was established by amateur golf legend Bobby Jones and co-founder Clifford Roberts in 1934, with the focus of honoring amateur golfers. To this day it has remained an invitation-only event, which explains the reason for having such a significantly smaller course than other tournaments.

Other names that resonate with the Masters tournament include some of the greatest players in the history of men's professional golf: Arnold Palmer, Gary Player and remarkable six-time champion Jack Nicklaus. And who could forget the young Tiger Woods, a Masters champion four times over, all before his 30th birthday!



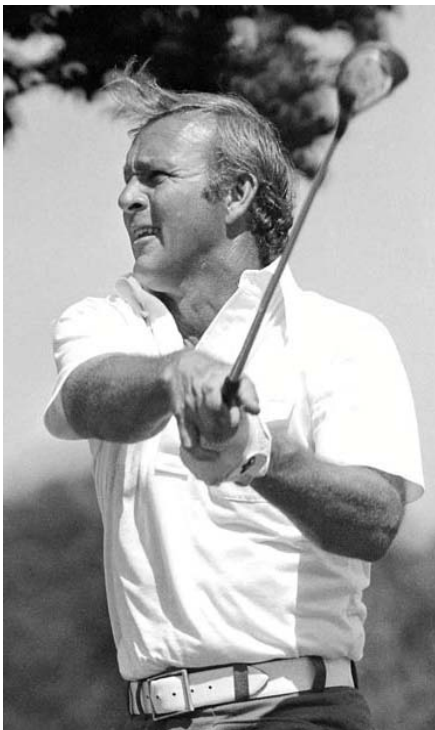
The Greats

Bobby Jones



Bobby Jones is world renowned as one of the greatest golf legends in the history of the game itself. Peaking between the years of 1923 and 1930, Bobby was the most successful amateur golfer ever to compete on a national and international scale. He dominated top-level amateur competition, winning 13 of the 21 major championships he entered. His astonishing record includes five US Amateur Championships, one British Amateur Championship, four US Open Championships and three British Open Championships. In 1926, he was the first man to win the Open in both countries in the same year! And, he achieved all this and more before his 28th birthday, when he retired from competitive golf, except for a yearly game at the Masters! Off the green, Jones designed golf clubs, wrote books and even gave instructional performances in various films. But, perhaps his greatest and most recognised success was his co-founding of the Masters Tournament and Augusta National Golf Club, where he was named president in 1933 and remains President in Perpetuity to this day.

Arnold Palmer



Arnold Palmer's gift to golf exists as much on the course as it does off. An amazing career highlighted by his seven Major victories including four separate Masters triumphs, was in some ways overshadowed by what Palmer did for the game. Nicknamed 'The King', Palmer and his legion of loyal fans, affectionately known as 'Arnie's Army' brought golf to the masses and with his smooth charisma effectively took it into the televised era during the '50's and '60's. Palmer's most prolific years were between 1960 and 1963 where he won 29 PGA tour events in four seasons! In 1967 he became the first man to reach one million dollars in career earnings on the PGA tour. A true legend of the game, Palmer has received the PGA Lifetime Achievement Award and was inducted into the World Golf Hall of Fame in 1970. His fierce rivalry and many battles throughout the 1960's with Gary Player and Jack Nicklaus captivated audiences and popularised golf worldwide. He has left such a marker on the game, even a beverage has been named after him – a beverage consisting of half iced tea and half lemonade. Yes, it is fair to say that the game of golf would not be the same had Arnold Palmer been a cricketer!

Gary Player



In his illustrious 53 year playing career, Gary Player has achieved everything there is to achieve in professional golf. Having won an incredible 165 tournaments, including nine Majors, Player is considered one of the greatest golfers of all time. Player made up one of the 'Big Three' (also including Nicklaus and Palmer) that dominated golf throughout the 60's and 70's and captivated audiences with their intense rivalry. Despite his diminutive stature, Player competed at the highest level for an astonishing amount of time. His ball striking abilities are a testament to his outstanding fitness and impeccable physical condition. This was epitomised by his second place finish at the 1984 US PGA at the ripe age of 48. Having already travelled over 15 million kilometres in his career (believed to be the most of any sportsman) he is still currently playing on the PGA Champions tour, a fitting stage for a man with such a record as Player's.

Jack Nicklaus



The 'Golden Bear' is golfing royalty! Holding the record for the most Major wins (18), Nicklaus is universally considered as one of, if not *the* best golfer in the world. In a career spanning over 40 years Nicklaus was victorious in a total of 73 tournaments, the second most by any professional. He is recognised equally for his tremendous length and accuracy of the tee, as well as his remarkably consistent putting, which scarcely faltered under pressure. Perhaps Nicklaus' most notable characteristic though, the trait that truly defined his career, was the dogged determination with which he approached not only each tournament, but every shot he played. There is no greater example of this immense mental fortitude than the 1986 Masters in which, despite being labelled too old and past his prime at 46, Nicklaus stormed home on the back nine of the final round with a course record thirty to achieve a one shot victory over Tom Kite and Greg Norman and was crowned masters champion for a record sixth time.

Tiger Woods



You may not want your daughter bringing Tiger home to Sunday dinner, however there is little contention that Tiger is among the greatest golfers of all time. Emerging in the mid to late 80's as a child prodigy, breaking and resetting numerous junior records, it was clear that Tiger had a gift. And then, who could have anticipated the complete and utter domination that Tiger wrought over the PGA tour after turning Pro in 1996? In 1997, just 42 weeks after turning professional, Tiger became the world number 1, having already won 6 PGA tournaments including the first of his four Masters Green Jackets. Woods has amassed an incredibly impressive list of career achievements to date; having won all four majors on several occasions, the youngest player to do so. He has also set the record for the most consecutive number of weeks atop the World Golf Rankings and has amassed the most career earnings. There is no doubting that Tiger is already rightly considered one of the true legends in the history of the game.

Nick Faldo



Nick Faldo is one of the true greats of golf, dominating an era positively brimming with talent. Winning a total of six Majors, which is more than any of his contemporaries, Faldo became notorious for his consistency and 'nerves of steel' in his final rounds, particularly in a highly regarded tournament. A true professional, Faldo played predominately on the European tour but still had the time (and ability) to amass a total of nine PGA tournament wins, to match his 30 European tour victories! Highlights are aplenty in Nick Faldo's remarkable career, but his Sunday heroics in the 1996 Masters coming from six shots back to beat Greg Norman by five (albeit with some help from Norman himself) still makes every Australian golf fan wince when reminded. Faldo's achievements were formally recognised in 1997 when he joined the elite group inducted into the World Golfing Hall of Fame.

The Course

Augusta National

“Not a blade of grass out of place, unbelievable”

Robert Allenby



The Augusta National golf course, home to the Masters, is widely recognized as the number one golf course in the world, and also widely acclaimed as one of the most beautiful. If you aren't immediately awed by the 72 par, 7,435 yards of green where some of the greatest games of golf ever played in tournament have taken place, then entering the gate through Magnolia Lane and looking out onto the most recognisable landmark in American golf, the three-story, white concrete clubhouse that was built in 1854 or the Founders Circle – a tribute to Bobby and Clifford, will certainly get any golfing enthusiast excited. With each hole named after a different flower, it is a work of art to say the least. The most famous hole, the 13th, is surrounded by the nation's signature flower, Azaleas.

Entering this sacred land, one instantly feels the presence of some of the greatest sportsmen in the history of the word itself, not to mention the glamour of that borderline ridiculous club membership - a men-only, invitation only exclusivity— So prestigious that Bill Gates (the richest man in the world) only recently became a member after a lifetime of waiting!

“It's like putting on the top of a VW bonnet “

Fuzzy Zoeller

The Caddies

Augusta National remains one of the few clubs that still offer a staff of caddies to assist members, guests and professionals. Originally, staff caddies were assigned to professional players, however after 1983 this rule changed, and professionals were permitted to bring their personal caddie.

Staff caddies at Augusta National sport the trademark white jumpsuit exclusive to the club. Female caddies are employed, despite the fact that the club is men's only. However, most of them were once professional golfers' regular caddies, such as Fanny Sunesson who has caddied for three time Masters Champion Nick Faldo, and more recently Henrik Stenson.

The Weather

Traditionally, the Masters Tournament is played in April (Spring) where weather is a key factor of the game. On average, temperatures range from a low of 10°C (50F) to a high of 25°C (80F). Rainfall is typically heaviest in March, so rain is often expected during the Masters. In saying this, though, bright sunny days are not uncommon to the Masters Week, so pack hats, cool clothing and sunscreen along with your wet weather gear. It is expected that appropriate attire will be worn at all times.

Could the weather get so extreme as to cancel the Masters Week?

In the entire history of the Masters Tournament, there has never been a cancellation due to the weather (the only time the Masters was cancelled was during the years of 1943-5 due to World War Two).

The Masters is, however, no stranger to weather conditions causing a halt to a game or two. Those attending the tournament should frequently observe the scoreboards/message boards for a weather warning sign. All messages will appear in advance of severe weather moving into the vicinity, if Augusta National is aware of it. Should the sign appear, all are advised to take precautions even before play is suspended.

The Tickets

Although tickets for the Masters are not expensive on face value, they are very difficult to come by. Even the practice rounds can be difficult to get into. Applications for practice round tickets have to be made nearly a year in advance and the successful applicants are chosen by random ballot.

Tickets to the actual tournament are sold only to members of a patrons list, which is closed. A waiting list for the patrons list was opened in 1972 and closed in 1978. It was reopened in 2000 and subsequently closed again.

In general, if you are a first timer or not on the patrons list, the only way you will get to see the Masters is either on a screen, or through a golf tour. Usually, golf tours will offer around 4 days of watching the masters, including a practice day.

QUESTIONS

Questions you should ask other operators are:

- Do deposits and payments go into a Travel Agent Trust fund so that the Travel Compensation Fund covers any operators or supplier who gets into trouble?
- Do the tours stay in town or are they in motels and hotels out on the highways where transport to restaurants and bars is difficult?
- Do tour guides with Masters experience accompany the group or do they just sell US tour companies' packages rebranded as their own, and guests are left to their own devices?
- How do they source their Masters tickets?
- How long have they been running tours to the Masters?
- Can you see testimonials from previous attendees?

WARNING: We cannot stress enough that you be very careful when buying tickets to the Masters over the internet. There are many scams and hoaxes planned frequently in an attempt to rip you off, such as the 2009 Tiger Woods Australian appearance – many fake one-day passes were selling in advance of the real tickets at 700% of the correct price!

We strongly advise that you take the safest option, and invest in an agent to organise your trip for you!

The autograph

Unfortunately there's a no autograph policy that applies to both the practice day and tournament days. But you can get one around the Practice Area and on the north side of the Clubhouse only. See the official Masters website for more details: www.masters.com

Traditions

The Amen Corner

"...the farthest reach of the Augusta National course —down in the Amen Corner where Rae's Creek intersects the 13th fairway near the tee, then parallels the front edge of the green on the short 12th and finally swirls alongside the 11th green."

The name Amen Corner was first coined by *Sports Illustrated* golf writer Herbert Warren Wind, in 1958. The phrase, derived from an old jazz recording "Shoutin' in that Amen Corner", was used to describe the location where the critical action of that year took place— when golf legend Arnold Palmer earned his first Major Championship. It instantly stuck, and became the equivalent of the "hot corner" in baseball and the "coffin corner" in football.

"Amen Corner looks like something that fell from heaven, but it plays like something straight out of hell."

Gary van Sickle

The Pimento Cheese Sandwich



There are around eight types of sandwiches sold at the Masters, but only one is in true Masters style. What hotdogs and apple pie are to baseball, the pimento cheese sandwich is to Golf at Augusta. Wrapped in the traditional green wax paper, the most glamorous part of buying and eating a pimento cheese sandwich at the Masters, is that no one knows the real recipe, much like the secret formula of Coca-Cola or the 11 secret spices to the famous original KFC recipe. As far as we are aware, though, this Masters tradition is the most simple, inexpensive, and delicious!

The Green Jacket



Since 1949, each Masters winner is presented with a green jacket to signify their achievement. The new winner holds the jacket for one year and then returns it to Augusta National Golf Club, where it can only be removed again by the reigning champion. Presented in the Butler Cabin of the Augusta National, the Masters winner becomes an honorary member of the prestigious club. The presentation is then repeated outside near the 18th green in front of spectators.

Traditionally, the winner of the previous year's Masters Tournament places the jacket on the current winner at the end of the tournament. There has only been one exception to this rule, when in 1966 golf legend Jack Nicklaus became the first player to win in consecutive years, and donned the jacket himself. Consecutive winners following him, Nick Faldo in 1990 and Tiger Woods in 2002 had the jacket presented to them by the chairman of Augusta National.

In addition to the green jacket, winners are also awarded a cash prize and a gold medal. They also have their names engraved on the silver Masters trophy which remains at the Augusta National, while they receive a sterling silver replica.

About Teed Up

*“This was my second trip with Teed-up and I enjoyed it again. Bede and Michael were great hosts; their attention to detail was very thorough, which made my trip all the more enjoyable.” - Peter Burnet,
Vice President of the Australian Hotel Association*



At Teed Up, we are professionals in organised golf tour packages and specialise in stress free holidays. Our Masters set tour is one of our popular choices, where our guests not only watch the world renowned Masters Tournament live, but play golf in the nearby courses to add a little extra to your Masters experience.

Since 2003 Teed Up has taken hundreds of golf lovers to the Masters. We offer the highest level of service and use our local knowledge to create the perfect golfing experience.

Our experienced Masters Golf professionals personally escort you throughout the tour. They provide guests with insider information that will make for a perfect holiday, such as the best viewing spots and where to buy superior merchandise. Our local suppliers in accommodation, ticketing and transport go the extra mile to create a smooth and successful event.

Our itinerary includes three days at Pinehurst Golf Resort, one of the best golf resorts in the world, as well as games of golf on alternate days to break up the steep and tiring Augusta National which we introduced based on feedback from our guests on earlier tours.

Our most popular packages are the Eagle and Platinum packages where you spend 11 days enjoying the best golf courses, restaurants, hotels and four days at the Masters. For groups we offer the opportunity to stay together in luxury private houses with your own chefs, drivers and maid service.

For the time poor traveler we offer a 7 day Master's only package.

Feel free to contact us at any time as we are happy to answer any of your questions. We look forward to joining you at The Masters.

For a full brochure and more information, visit www.teed-up.com/golf-tours-us-masters