



For Immediate Release

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## Victoria Open gets new title sponsor for three years

### *Tournament set for May 29 - June 5*

Victoria, British Columbia – Organizers of the Victoria Open, an official **PGA TOUR Canada** tournament, announced today that the event has a new title sponsor. “We are extremely excited to welcome **Royal Beach** as the sole title sponsor for the **Victoria Open** for at least the next three years,” said Scott Pritchard, executive director of PGA TOUR Canada.

Royal Beach is a large-scale mixed-use seaside community in Greater Victoria that is being developed jointly by **Reliance Properties** and **Seacliff Properties**. Last year, Reliance joined the Victoria Open as co-title sponsor. This year, Reliance and Seacliff will jointly be exclusive title sponsors under the name of their project, making the tournament’s new name, The **Royal Beach Victoria Open**.

“During the 15-year construction process, our development of Royal Beach will inject \$1.2 billion into the local economy through job creation and spending in the community,” said Jon Stovell, CEO of Reliance Properties. “We want our economic impact to also extend to charities, and that’s why we are motivated to support events like the Victoria Open that raise money for worthy community organizations like **Salvation Army Victoria**.”

Last year, Reliance’s sponsorship helped the Victoria Open raise \$125,000 for The Salvation Army. Since 2013, the tournament has donated \$800,000 to local charities.

“We are extremely excited to again be the charitable partner of the Royal Beach Victoria Open,” said Salvation Army spokesperson Mike Leland. “This tournament is not just about golf; it’s about supporting people and building stronger communities.”

“We are long-term investors and participants in the communities in which we build,” said Jeff Luccock, president of Seacliff Group. “Our company contributes to many initiatives and sponsoring the Victoria Open is another way for us to help communities thrive.”

“We look forward to a long and prosperous relationship with Seacliff and Reliance that will have a significant charitable, social and economic benefit to the region,” said Pritchard

Victoria has hosted the event since 1981. This year, the tournament will be held from May 29 to June 5 at Uplands Golf Club.

“The Victoria Open is the most significant annual professional sporting event on Vancouver Island, bringing world-class golfers to the city and attracting spectators from outside of Victoria,” said Bruce Hallsor, president of the **Victoria Open Golf Society**.

The tournament boasts a long list of accomplished participants, including Steve Stricker who earned his first professional win in Victoria. Other past participants who are PGA TOUR members include BC natives Adam Hadwin, Adam Svensson, Roger Sloan, and Nick Taylor, as well Graham DeLaet, Tony Finau, and 2019 Champion Paul Barjon who finished in 10<sup>th</sup> place last week on the PGA TOUR.

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*Media Inquiries:* Keith Dagg 250 888 0915 or [keith@keithdaggconsulting.ca](mailto:keith@keithdaggconsulting.ca)