

# Booking tee times made easier

## Online system partners Play Golf Alberta

**BY NATHAN LIEWICKI, EDMONTON JOURNAL**

Published: Friday, March 11, 2011

It doesn't look like spring will arrive soon, but when it gets here, golfers across Alberta will have a simpler way to book tee times with Play Golf Alberta.

The Edmonton Journal is partnering with Play Golf Alberta to set up an online tee time booking service. This will allow golfers to book tee times at any Alberta golf course that signs up with the program.

Golfers can sign up at online and those who do will have access to a loyalty program and until September the chance to win a trip to the United States.

Jeff Sveen has been a Canadian Professional Golf Association member for 20 years and is the owner of Play Golf Alberta. He will have a booth at the Edmonton Golf Show this Saturday and Sunday to showcase the program.

"I feel there is a need to profile Alberta golf courses," Sveen said. "There will be bios on golf pros, tips and features on golf courses."

He is hoping that 40 Alberta courses will be signed up with Play Golf by May 1. By then, Sveen said an application for BlackBerrys and iPhones should be readily available, which should enhance the simplicity for members to book tee times outside Alberta.

At the Golf Show, Play Golf Alberta is also giving away a prize pack which includes a full set of Callaway golf clubs, lunch and a round of golf for you and a friend at Redtail Landing Golf Club with Big Break star and Edmonton native Christina Lecuyer, plus a lesson with Sveen. Meet Lecuyer at the Play Golf Alberta booth Saturday from 9 a.m. to 5 p.m. and Sunday from 10 a.m. to 4 p.m.

[nliewicki@edmontonjournal.com](mailto:nliewicki@edmontonjournal.com)