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Chamber Announces Details for 2017 Chamber Cup Golf Tournament

(Geneva, NY)- The Geneva Area Chamber of Commerce will host its 2017 Chamber Cup Golf Tournament on Wednesday, May 24 at Silver Creek Golf Course in Waterloo.

As one of the Chamber's three major annual events, the Golf Tournament is one of the primary fundraisers that provides proceeds to sustain key programs, benefits and new initiatives to support and promote member businesses.

The Chamber is pleased to announce that Hobart and William Smith Colleges will once again be this year's *Primary Event Sponsor* for the 2017 Tournament. The Colleges has remained an avid supporter of the Chamber through various partnerships, while actively participating in ongoing programs, and also volunteering with chamber committees and special events over the years.



HOBART AND WILLIAM SMITH
COLLEGES



Also announced for 2017 is a new theme and partnership with *I Heart Finger Lakes*, a locally founded apparel brand by Gordon and Chad Lahr. The tournament will feature the popular "I Heart FLX" logo shirts for team sponsors, as well as activity stations promoting various products and services provided by members throughout the region.

Aligning with the Chamber's ongoing #BuyLocal, #ShopLocal promotions, the new components were also added to the tournament to provide activities and options that would help attract more non-golfers to the event. "The Chamber Cup Golf Tournament is about more than just golf," said Miranda Odell, Executive Director for the Chamber. "Over the past few years, we have been working towards having our event evolve into more of an overall attraction, or celebration, featuring a day of outdoor festivities that is fun for both the golfers and non-golfers alike."

Many businesses that have either registered for the tournament or for the stations that will be set up throughout the course will be from members representing a company or organization that fittingly include the words "Finger Lakes" in their name, or primary branding. Some of the featured participants will include the Finger Lakes Times, Finger Lakes Technologies Group, Finger Lakes Partners Insurance, and a live broadcast from the Finger Lakes Radio Group. Other unique stops will include a QwikSolar charging station, Finger Lakes cornhole game, and an FLX Photo Booth with professional photographers. In addition to visiting the interactive member stations, tournament participants and event attendees will also be able to enjoy a variety of food and beverages throughout the day, including tasting stations from two of the Finger Lakes Wine Trails.

Along with Hobart and William Smith Colleges as the primary tournament sponsor, the Chamber has also announced additional businesses that will be supporting this year's event, including: Valvoline Instant Oil Change as the *2017 Promotional Sponsor*; Community Bank N.A. as the tournament's *2017 Community Support Sponsor*; and Tradition Chevrolet as the *2017 Driving Sponsor*. Each will host one of the featured stations with attendee giveaways, games or entertainment including a special hole-in-one contest that will feature a brand new car from Tradition Chevrolet.



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Having grown significantly in size over the years, the Geneva Chamber Cup Golf Tournament has gained popularity from its unique themes, as well as being one of the earliest-held tournaments of the season. In recent years the event has drawn a regional crowd with support and business representation from communities in Ontario, Seneca, Monroe, Wayne, Schuyler and Yates Counties.

As remaining spaces for participating in this tournament are now limited, registrations are due no later than Friday, April 28. There are currently 5 team spaces available. Registration forms can be found on the Chamber's website at www.genevany.com or by contacting the Chamber office at One Franklin Square. For more information please email info@genevany.com or call 315-789-1776.

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