



**FOR IMMEDIATE RELEASE:12/30/2019**

**Utah Golf & Travel Expo:  
The Ranches Golf Club Becomes Presenting Sponsor**

**Sandy, Utah:** The Utah Golf and Travel Expo is proud to announce a new partnership with GreatLife Utah's flagship golf club, The Ranches. The Ranches Golf Club has agreed to partner as the new Presenting Sponsor of the expo.

CEO of GreatLife Utah, Jeff Harbertson, visions this new partnership as a great way to get in front of numerous avid golf enthusiasts before the new golf season begins.

Harbertson bought the majority share of The Ranches Golf Club early last year as a way to launch the GreatLife franchise model in Utah. GreatLife Corporation, based out of Kansas City, Missouri, is changing the way golfers and fitness enthusiasts approach the game of golf.

"By combining a gym membership with unlimited access to our golf courses, we are able to reach a whole new audience for growing the game of golf," says Harbertson. "Offering a monthly fee for both fitness and golf allows the customers to come to the gym and golf course at their convenience."

GreatLife corporation owns and/or operates over 70 golf courses in the midwest. It is one of the fastest growing golf management companies in the world. By combining both industries, GreatLife has been able to grow their member base to over 170,000 people.

The Ranches Golf Club is located in the heart of Eagle Mountain. The golf course has undergone extensive redesigns on a few golf holes and they just broke ground on a brand new clubhouse that will feature an event center, bridal room, proshop, and fitness center.

The Utah Golf & Travel Expo is Utah's only consumer golf expo. Title sponsors are Utah's leading injury attorneys Siegfried & Jensen. The two-day expo is host to about 70 golf related vendors and last year boasted over 5,500 people who attended.

For further information, please contact Utah Golf & Travel Expo Show Producer, Jason Baum.  
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