



Exciting Changes For the New Bern Cup Include Rebranding to Reflect the Continued Support From Title Sponsor, Genesis of New Bern.

Peter Eckle, Tournament Chair for the New Bern Cup made the announcement following the 2025 New Bern Cup which took place September 14, 2025 at Harbour Pointe Golf Club. Taberna Country Club came out on top, edging New Bern Golf & Country Club by 1 stroke. "With the 3rd annual New Bern Cup in the books it seemed an appropriate time to recognize the outstanding support provided by Genesis of New Bern," Peter said.

"Genesis of New Bern has been our title sponsor from day one", added Eckle "It's a commitment we made for a variety of reasons but primarily we welcome the opportunity to take a lead role in an annual community-wide event that also puts an emphasis on supporting local non-profit organizations", offered Grant Loftin, Principal for Genesis of New Bern.

As part of the New Bern Cup event this year, more than \$5,000 has been raised for Bike Box Project, a local non-profit organization that provides physical and cognitive programs for Parkinson's Disease patients.

The Genesis brand seems to have golf in its DNA. Corporate wide there are two significant PGA events where Genesis is the title sponsor- Genesis Invitational and Genesis Scottish Open. Now there is a third- **Genesis of New Bern Cup**. With this change, it was also time to rebrand, and introduce the new logo for this tournament.



***The 4th annual event is
scheduled for
Sunday Sept. 13, 2026 at
Carolina Colours Golf Club***

The Genesis of New Bern dealership is unique as it is one of the few local luxury car brands serving Eastern North Carolina. Currently there are 6 area golf clubs that compete in the tournament each year. With this change, it may also now be possible to expand the field and add other clubs in Eastern North Carolina that have expressed interest in participating.

For more information, contact @resonatingmedia, & peterreckle@gmail.com
www.genesisofnewberncup.com

Genesis of New Bern is located at 2919 Highway 70 in New Bern @genesisofnewbern