



## **FERNCROFT CC ANNOUNCES COMPLETION OF FAMILY DINING ROOM RENOVATION**

### ***Jones Room Fulfills Needs of Growing Membership***

FOR IMMEDIATE RELEASE

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MIDDLETON, MA – April 14, 2009 – Ferncroft Country Club has completed construction on the conversion of underutilized space into a family-friendly dining room. Named the Jones Room for the Club's golf course designer, Robert Trent Jones, Sr., the Club needed additional dining space to accommodate membership growth and to provide a safe haven for families away from bar conversations. The Jones Room has warmth, character and décor that echo the distinct setting of the Club's existing 19<sup>th</sup> Hole Restaurant.

Since new owner Affinity Golf Management ([www.affinitymanagement.com](http://www.affinitymanagement.com)) purchased the club in 2006, over \$2 million in restorations have been completed. These included fully renovating and reopening the previously dormant 19th Hole Restaurant, renovating the golf practice area with a new short game area, repaving cart paths and installing a fitness room filled with top-of-the-line equipment.

David Swales, managing director of Affinity Management stated, "We are very sensitive to the economic downturn and we are striving for continued, but smart growth. Ferncroft CC is fortunate to be growing in this economic climate, and we felt the renovation to create the Jones Room and more dining space was imperative to serve our members."

Under Affinity's ownership, Ferncroft CC has seen an increase in membership of over 350 golf memberships in three years. Even in a tough 2008 market, Ferncroft CC grew 26% and became the home court for the Boston Lobsters, part of World Team Tennis, which brought notable appearances by Martina Navratilova and 2008 Wimbledon Champion Venus Williams. The Club was also host to the Jason Varitek Celebrity Putt-Putt Fundraiser.

Known for its Robert Trent Jones, Sr. designed course that hosted the LPGA Boston Five Classic from 1980-90, Ferncroft Country Club is a full-service club with outstanding food, many social and children's activities, tennis courts, swimming pool, and fitness center. Set on an idyllic 287 acres, Ferncroft CC's lush greens are in an incredibly convenient location, just nineteen minutes north of downtown Boston where Route 1 meets I-95 on the North Shore. For more information about Ferncroft CC, please visit [www.ferncroftcc.com](http://www.ferncroftcc.com) or call (978) 739-4040.

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