



McIlroy embarks on journey of 'discovery' in Shui On Land China Golf Challenge

Shanghai, China; October 8, 2011: Rory McIlroy admitted he is humbled by the opportunity to travel across the world's most populous nation in the seven-day, seven-city Shui On Land China Golf Challenge, which tees off in Shanghai on Monday and concludes in Macau on Sunday.

McIlroy's recent run of form has made the popular 22-year-old the favourite to win the 18-hole event, as he competes against world number two Lee Westwood, Ian Poulter and Chinese number one Liang Wen-chong over two or three holes at each of eight courses.

However, the US Open champion said he's most excited about exploring more of China and making the most of a city-hopping itinerary that also takes in Zhengzhou, Beijing, Dalian, Chongqing and Dongguan.

"To play eight different courses, 18 different holes, in seven cities all over China is going to be a very unique experience," said the young Northern Irishman, who has visited Shanghai and Guangdong province on previous visits to the mainland.

"To have these opportunities to discover new parts of the world, to discover China, to discover different cities that I haven't been to, are things that not a lot of people get to do. I'm very fortunate to be in the position that I am."

Andrew 'Chubby' Chandler, who manages McIlroy and Westwood and will accompany them in China, said the multi-city format of the tournament had earned it great recognition among the game's top players.

"I was at the Alfred Dunhill Links Championship and I had a load of other golfers coming up to me and asking about the Shui On Land China Golf Challenge and how they could be on it next year. It has generated a lot of attention with golfers and fans."

McIlroy has generated a lot of attention himself following his record-breaking win in the US Open in June and will be a star attraction in China.

All four golfers are used to life in the limelight and the quartet will be filmed throughout the Shui On Land China Golf Challenge as they fly on Bombardier jets from Shanghai on the east coast to the north, west and south of the country.

“I think what Shui On Land is doing, putting their name to such a big event and showcasing what China has to offer across the world, is huge,” said McIlroy, who has won over €2.5 million on this year’s European Tour.

“We always enjoy playing in front of big crowds and the Chinese fans are always very enthusiastic and want to be part of the action. I think everyone’s going to really enjoy it and it’s going to be seven days of a lot of fun.”

Cultural attractions aside, the in-form McIlroy admitted he’s keen to win after finishing third, third and second in his last three European Tour events, results that consolidated his reputation as the game’s rising star and vaulted him to second place behind world number one Luke Donald in the Race to Dubai.

“We’re all very competitive, whether it’s in golf or anything else we do,” McIlroy said. “If it’s getting a little tight at the end, you’ll see our competitive spirits come out and you’ll see us try to beat each other.”

Westwood is the most experienced and accomplished of the competing quartet and has had two stints as world number one in the past year, initially succeeding Tiger Woods at the top of the ranking last October.

The 38-year-old has played in seven Ryder Cups and won 22 European Tour titles, and this year has won the Indonesia Masters and the Ballantine’s Championship in South Korea.

Poulter, who has been ranked as high as fifth in the world, thrives on competition as he has shown with winning performances in the Ryder Cup and beating Donald to win the Volvo World Match Play Championship in May, a year after claiming the WGC-Accenture Match Play Championship.

Like Westwood, the 35-year-old Englishman also enjoys Asia, having won the Barclays Singapore Open in 2009 and the UBS Hong Kong Open last year.

Liang will have home advantage and the support of the crowds as China’s top golfer. The 33-year-old has also won titles on the European and Asian Tours, and won twice on last year’s OneAsia circuit before showing he could match the world’s best by finishing eighth in the PGA Championship after setting a new course record of 64 at Whistling Straits.

Golf's most innovative competition, the Shui On Land China Golf Challenge will be broadcast globally on Golfing World and distributed internationally by IMG Media, while Sina, the largest Chinese-language infotainment web portal, is an official media partner.

Host venues include the Tomson Golf Club, which hosted the former BMW Asian Open co-sanctioned by the European and Asian Tours, and the 36-hole Red Flag Valley in Dalian.

Shui On Land China Golf Challenge 2011 schedule

October 10: Shanghai – Tomson Shanghai Pudong Golf Club

October 11: Zhengzhou – Jinsha Lake Golf Club

October 12: Beijing – Topwin Golf and Country Club & Jade Island International Golf Club

October 13: Dalian – Red Flag Valley

October 14: Chongqing – Sun Kingdom Golf Club

October 15: Dongguan – Long Island Golf and Country Club

October 16: Macau – Caesars Golf Macau

Website: www.shuionlandchinagolfchallenge.com

Twitter: ChinaGChallenge

– Ends –

Caption for rights-free photo:

Rory McIlroy (pictured) is excited about touring seven cities across China as he competes against Lee Westwood, Rory McIlroy and Liang Wen-chong in the Shui On Land China Golf Challenge from October 10-16.

Lee Westwood (pictured) will compete against Ian Poulter, Liang Wen-chong and Rory McIlroy in the Shui On Land China Golf Challenge from October 10-16.

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About Shui On Land China Golf Challenge

The Shui On Land China Golf Challenge will be held from October 10-16, 2011 and feature Lee Westwood, Ian Poulter, Liang Wen-chong and Rory McIlroy. Host venues are Tomson Golf Club (Shanghai); Jinsha Lake Golf Club (Zhengzhou); Topwin Golf and Country Club and Jade Island International Golf Club (both Beijing); Red Flag Valley (Dalian); Sun Kingdom Golf

Club (Chongqing), Long Island Golf and Country Club (Dongguan) and Caesars Golf Macau (Macau). Owned by The Great 18 Golf Championships Ltd and managed by Infinite Ideas International, the event will be broadcast on Golfing World and distributed internationally by IMG Media, with communications by Fast Track Hong Kong. Shui On Land is the title sponsor, while other sponsors include Bombardier, Sino Private Aviation, Media Asia Group, Lai Fung Holdings, Titleist, Kent & Curwen, Van Klaren, The Venetian, Audemars Piguet, Scottsdale Golf Group, Churchill Corporate Services and The Wealth Management Group.

About Shui On Land



Headquartered in Shanghai, Shui On Land (Stock Code: 272) is the flagship property development company of the Shui On Group in the Chinese Mainland with a proven track record in developing large-scale, mixed-use city-core redevelopment projects. The Company has eight projects in various stages of development in prime locations of major cities, with a landbank of 13.1 million sqm. (11.4 million sq.m. of leasable and saleable GFA, and 1.7 million sq.m. of clubhouses, car parking spaces and other facilities). The Company was listed on the Hong Kong Stock Exchange on October 4, 2006, the largest Chinese real estate enterprise listed that year. Shui On Land was included in the 200-Stock Hang Seng Composite Index Series and Hang Seng Freefloat Index Series in March 2007. For further information, please visit: www.shuionland.com . For media enquiries, please contact: Ms Ingrid Wing-sai Tang, Assistant General Manager – Corporate Communications & Branding. Tel: +86 21 6386-1818. Email: ingrid.tang@shuion.com.cn



Rory McIlroy



Lee-Westwood