



FOR IMMEDIATE RELEASE

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**BALLANTYNE GOLF ACADEMY NAMES BRUCE WILKINS
DIRECTOR OF INSTRUCTION**

CHARLOTTE, N.C. (September 24, 2018) – Ballantyne Golf Academy, North Carolina's only Golf Channel Academy, has promoted Bruce Wilkins to director of instruction. Wilkins has more than 18 years of teaching experience working with all levels of golfers in both resort and private club environments. In his new role, Wilkins will lead all programming efforts, ranging from its long-term coaching program for juniors to beginner clinics and Ballantyne Golf Academy's signature Three-Day School.

Before joining Ballantyne Golf Academy as an instructor, Wilkins served as director of instruction for Running Y Ranch Resort, an Arnold Palmer signature course in southern Oregon. He also was the swing coach for the Oregon Tech college golf teams.

Prior to that, Wilkins was high school coach in Mendocino, California, a Certified GolfTec coach and a freelance instructor in Palm Desert, California. His career also includes time working for Troon Golf Management at Sun Valley Resort's Elkhorn, and as a private golf coach in Rancho Santa Fe, California.

Earlier in his career, he worked at several of Tucson, Arizona's premier golf courses including, Tucson Country Club and Ventana Canyon Resort. Wilkins earned a degree in professional golf management at Arizona State University.

"Bruce's ability to help golfers not only build their golf swing but empower them to grow through a holistic understanding of the entire game is inspirational," said Woody Allen, director of golf at The Golf Club at Ballantyne. "He will play a pivotal role in elevating our programming as we continue to ensure its effectiveness in meeting the needs of today's golfers of all ages and skill levels."

As an instructor, Wilkins has been certified by TrackMan, the Titleist Performance Institute, K-Motion and BodiTrak Sports, and is a Certified Movement Specialist for Tathata Golf. Wilkins uses video analysis in all lessons and offers an online training space through CoachNow. Wilkins also provides a TrackMan 4 launch monitor, BodiTrak Sport pressure mapping and K-Vest 3-D motion to further support and educate his students and athletes.

A true student of the game, Wilkins' coaching and teaching are influenced by golf knowledge from the past and present. He incorporates time-honored fundamentals and athletic movement with modern methods of motion analysis and training of body and mind.

Ballantyne Golf Academy

Ballantyne Golf Academy is North Carolina's most complete state-of-the-art teaching and practice facility and the only Golf Channel Academy in the state. Selected to Golf Magazine's prestigious list of Top 25 Golf Schools in America and ranked #1 in North Carolina, Ballantyne Golf Academy specializes in quality golf schools, clinics, camps, corporate events, club fitting and year-round private lessons for players of all ages and skill levels. For more information, call 704-542-7635 or visit ballantynegolfacademy.com.

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