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GOLF EUROPE Legend Award for John Jacobs

- The pioneer of modern golf to be honored at GOLF EUROPE 2008

John Jacobs is more than just a golfer, he is a living legend. Born in 1925 in Yorkshire, England, the professional player has pledged his life to golf and is considered the leading architect of golf as we know it today. From 1972 and 1975, as the first Director General of the PGA European Tour, he was the driving force behind the uniting of nations on the European continent with Great Britain. Thanks to his efforts, the European Tour sports a modern concept, not only within its structure but also regarding sponsorship activities.

The GOLF EUROPE Legend Award was brought to life in 2003 in cooperation with the PGA of Europe and the European Golf Industry Association. To date, honorees include Peter Alliss (GB – 2003), Sir Michael Bonallack (GB – 2004), Fanny Sunesson (SWE – 2005), Ken Schofield (GB – 2006), and Jan Brügelmann (D – 2007), this year adding to the list John Jacobs, a personality who is one of the pioneers of the sport.

His awe-inspiring career boasts many different stations. In 1955 he was an active Ryder Cup player and won both his matches on American soil, an accomplishment which has not been duplicated to this date. Later, John Jacobs successfully established driving ranges to help encourage the growth of the game throughout England. As coach of the Great Britain and Ireland Walker Cup Team he collected victories and successes. In 1979 and 1981 he captained the European Ryder Cup Team and for the first time brought pros from the European continent into the renowned team. In his career as businessman, author and commentator, John Jacobs further impressively proves his extensive know-how.

John Jacobs is the recipient of many honors. They include the Order of the British Empire for 50 years of outstanding service to golf in 1997, presented by Queen Elizabeth II. He was also inducted into the World Golf Hall of Fame in the year 2000, in appreciation of his unrelenting life's work and his contribution to the sport of golf.

The award ceremony will be held during GOLF EUROPE 2008, on Sunday, October 5th, 2008.