



\$100,000+ Purse Propels the 2025 Turtleback Mountain Golf & Resort New Mexico Open into the Top 10 PGA Section Tournaments in the U.S.

FOR IMMEDIATE RELEASE

July 28, 2025

Media Contact:

Patrick Pharris
Turtleback Mountain Golf & Resort
Patrick@PreRealInvestments.com
(702) 491-7464

Star-Studded Field, Sold-Out Pro-Am, Record Number of Sponsors, and a Spectator Experience Set the Stage for an Unforgettable Championship in Southern New Mexico

ELEPHANT BUTTE, N.M. (July 30, 2025) – With a record-breaking purse of at least \$100,000, the 2025 Turtleback Mountain Golf & Resort New Mexico Open has officially earned its place among the Top 10 PGA Section tournaments in the United States based on total purse. The championship, to be held September 15–17, 2025, will feature an elite field of 155 PGA of America Golf Professionals, touring professionals including two-time PGA TOUR winner Matt Every, Korn Ferry Tour professional AJ Crouch, and NCAA individual champion Todd Demsey, and amateur golfers from around the region.

This year’s tournament marks the beginning of a three-year partnership between Turtleback Mountain Golf & Resort and the Sun Country PGA Section, making the resort the exclusive host and title sponsor through 2027. With stunning desert scenery, a newly renovated championship course, and a booming regional development led by PreReal Investments, Turtleback is delivering the most ambitious golf event in the tournament’s 70-year history.

“We didn’t just want to host a tournament, we wanted to raise the bar across the entire PGA Section system,” said James Prendamano, CEO of PreReal Investments. “With a Top 10 purse and a world-class field, we’re turning Turtleback into a national golf destination.”

Confirmed Players Competing for a Top 10-level purse include: Matt Every – 2x PGA TOUR Winner, Live Forever Golf co-founder; AJ Crouch – Korn Ferry Tour Professional Todd Demsey – NCAA Champion, PGA TOUR veteran; 152 PGA Sun Country Section Professionals



Record-Breaking Sponsor Support and Community Energy Fuel 2025 Tournament

With more than 20 sponsors already confirmed, the most in New Mexico Open history, this year's tournament is backed by a dynamic group of partners including: presenting sponsors Bin Store Brands and Zapps Wholesale, as well as, Live Forever Golf, Masek Rocky Mountain Golf Cars, Fiji Water & Beverage, KTSM-TV(NBC) El Paso-Las Cruces, Marina Vista, Goodwin Recruiting, Joe Boyden Homes, New Mexico Magazine, Su Casa Magazine, Executive Golfer Magazine, Player One Productions, Henley Distribution, Lynn's Landscaping, Pharris Media, Kingstreet Ventures, The Creative Gene, Old Boys Rugby, Gibson Golf, and Exit Realty.

Unlike most state opens that struggle to recruit volunteers, the Turtleback Mountain Golf & Resort New Mexico Open has nearly filled all 45 volunteer spots in just three days. With a waitlist already growing, this rapid response highlights the community's exceptional enthusiasm and support for the tournament.

Sun Country PGA Section Endorsement

"Our relationship with Turtleback Mountain Golf & Resort is the strongest we've had in the long history of the New Mexico Open," said Cory Armstrong, Executive Director of the Sun Country PGA Section. "The course is in top-tier condition, and the commitment to quality, from infrastructure to hospitality, is unmatched. This creates a level of excitement that resonates with players, sponsors, fans, PGA of America Golf Professionals, and other participants from across the Southwestern United States."

The Pro-Am: Nearly Sold Out and Turned All the Way Up

The Pro-Am tournament, scheduled for September 14, is nearly sold out, with 20 teams of three amateurs and one professional. But this is more than just golf, it's a party on the course. Scheduled activities include:

- Live music, premium culinary stations, and pop-up bars will activate player favorite holes.
- A Pro-Am After Party will bring players, sponsors, and VIPs together with signature cocktails and gourmet fare.
- Both the Pro-Am and Championship are open to the public, and spectators are encouraged to come early, stay late, and soak it all in.

In addition to bringing excitement to the championship, the Sunday Pro-Am will raise funds for the Sun Country Golf Foundation, operated in partnership between the Sun Country



PGA and the Sun Country Amateur Golf Association. The Foundation works to positively impact lives through golf within three Pillars of Impact: youth, military, and inclusion.

Streaming, Scoreboards, and Social Buzz

The entire tournament will be streamed live on Facebook. PGA Tour Winner Matt Every and his podcast co-hosts from “*Straight Down The Middle*” will also stream live from the tournament offering real-time commentary.

A massive 17’ by 12’ video wall at the clubhouse will stream live course action, real-time scoring, player interviews, and features on the resort and surrounding Sierra County region.

“This is what golf should feel like,” said Dan Fletcher, Chief Marketing Officer for Turtleback Mountain Golf & Resort. “It’s competition, connection, and culture, all in one spectacular setting.”

Special Recognition

On March 25, 2025, the Governor of New Mexico, the Chairman of the Sierra County Commission, and the Mayor of Elephant Butte each issued official proclamations declaring the date Turtleback Mountain Golf & Resort Day across the State of New Mexico, thereby recognizing the resort’s growing economic, cultural, and recreational importance to the region and its new prominence as a premier statewide destination.

About Turtleback Mountain Golf & Resort

Turtleback Mountain Golf & Resort is southern New Mexico’s premier golf and lifestyle destination, offering championship golf, upscale residential living, and exceptional lifestyle amenities. Nestled in the scenic Rio Grande Valley, the resort’s 18-hole championship golf course challenges players of all levels while providing breathtaking desert views. Beyond golf, the resort is expanding rapidly, with 1,300 planned home sites, a new driving range, leading resort amenities, including pickleball courts, tennis courts, a spa, a fitness center, and a tranquility garden. With a commitment to comfort, recreation, and community, Turtleback Mountain Golf & Resort is redefining what it means to live, play, and relax in the heart of Southern New Mexico. Visit <https://turtlebackmountainresort.com>.

About the New Mexico Open

Since 1954, the New Mexico Open has been a proving ground for some of the game’s greatest names, with past champions including Lee Trevino, Notah Begay III, and D.J. Brigman. In 2025, the tournament finds its new home at Turtleback Mountain Golf & Resort, a reimagined, championship-class venue in Elephant Butte, NM. The move not only elevates the level of play but also strengthens ties to the local community through



expanded Pro-Am events, youth and military golf clinics, and economic development efforts. Visit <https://suncountrygolf.com/new-mexico-open>.

About Sun Country PGA Section

Founded in 1974, the Sun Country PGA Section is one of the 41 regional offices of the Professional Golfers' Association of America (PGA). It serves 240+ PGA of America Golf Professionals and golf enthusiasts across New Mexico and El Paso County, TX through education, tournaments, and community engagement. The Section has been instrumental in developing names such as Notah Begay, Bart & Brad Bryant, Kent Jones, and Rich Beem. Through partnerships and its Sun Country PGA Junior Tour, the organization promotes youth golf while supporting veterans, underserved communities, and growing the game at every level. Visit <https://suncountrygolf.com> and visit suncountrygolf.com/foundation for information about the Sun Country Golf Foundation.

#