

## **FOR IMMEDIATE RELEASE**

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## **LIVE FOREVER GOLF SUITS UP A STAR-STUDED FIELD FOR THE 2025 TURTLEBACK MOUNTAIN GOLF & RESORT NEW MEXICO OPEN AS ITS OFFICIAL APPAREL PARTNER**

<<PGA Tour winners **Notah Begay III** and **Matt Every** headline a field that also includes Korn Ferry Tour professional **AJ Crouch**, NCAA champion **Todd Demsey**, PGA Tour Americas player **Brandon Mancheno**, and more than 150 PGA of America Sun Country Section professionals.>>

**ELEPHANT BUTTE, N.M. (September 4, 2025)** – Live Forever Golf has been named the official apparel partner of the 2025 Turtleback Mountain Golf & Resort New Mexico Open, bringing its signature edge and modern golf aesthetic to one of the Southwest's most prestigious golf championships.

As part of the collaboration, Live Forever Golf will outfit select players, all tournament staff, and volunteers, while also providing exclusive, limited-edition on-site merchandise apparel activations and complimentary promotional items to spectators (while supplies last). This partnership merges high-level competition with the energetic spirit of a challenger brand, set against a backdrop of elite professional athletes.

Leading the roster is Matt Every, two-time PGA TOUR winner, co-founder of Live Forever Golf, and co-host of the podcast *Straight Down The Middle*. Every and his co-hosts will provide live coverage of the championship from the course, available on Apple and Spotify Podcasts and YouTube. Additional golf podcasts and their VIP guests will also be invited to go live from the event.

Joining Every on the course will be 155 golf professionals in a full field, including PGA TOUR player and NCAA individual champion Todd Demsey; and APGA Tour professional AJ Crouch, among others.

"Live Forever Golf believes in challenger brands with vision, grit, and culture," said Scott Riley, CEO and co-founder. "The New Mexico Open is fast becoming a marquee stop

on the PGA Section calendar, and Turtleback Mountain Golf & Resort is one of the most beautiful settings in the Southwest. With players like Matt, Todd, AJ, and Aron in the field, this year's event is set to be both competitive and memorable. We're proud to be part of its evolution and excited to build a lasting partnership."

The announcement comes just threemonths after the Sun Country PGA Section named Turtleback Mountain Golf & Resort the official title sponsor and host of the New Mexico Open through 2027—marking a major new chapter for the iconic event.

"We're thrilled to welcome Live Forever Golf to the 2025 New Mexico Open," said Dan Fletcher, Chief Marketing Officer and Head of Special Projects for PreReal Investments and Turtleback Mountain Golf & Resort. "They bring a modern take on golf that's fresh, relatable, and deeply authentic. That's exactly the kind of partner we wanted to align with. Their apparel quality and cultural energy were key reasons why we extended the invitation to be our official apparel partner."

The 2025 Turtleback Mountain Golf & Resort New Mexico Open will take place September 15–17 in Elephant Butte, New Mexico. The event will be preceded by the Pro-Am on Sunday, September 14, featuring live, on-course entertainment and a wide range of additional festivities. Both the tournament is open to the public.

### **About Live Forever Golf**

Live Forever Golf is a lifestyle golf brand built for modern players who love the game—but don't feel boxed in by its traditional image. Founded by PGA TOUR veteran Matt Every and a team of creatives, LFG blends performance apparel with cultural swagger and unapologetic personality. From irreverent tees to coastal-ready gear and tournament essentials, every product is rooted in quality, attitude, and fun. LFG isn't just reshaping what golfers wear—it's redefining what it means to belong in the game. Visit [www.liveforevergolf.com](http://www.liveforevergolf.com).

### **About Turtleback Mountain Golf & Resort**

Turtleback Mountain Golf & Resort, co-owned by PreReal Investments CEO James Prendamano and investor David Berman, is the host of the New Mexico Open. It has become 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 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 shaded driving range, and 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.

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, recognizing the resort's growing economic, cultural, and recreational importance to the region and its new prominence as a premier statewide destination. Visit: [turtlebackmountaingolfandresort.com](https://turtlebackmountaingolfandresort.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 230+ 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>.

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