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**2025 New Mexico Open Makes Streaming History With
Facebook Live Coverage**

***<<NBC Affiliate News Anchor Joins PGA Tour Winners Notah Begay III and Matt Every to
Host Four Days of Live Coverage at Turtleback Mountain Golf & Resort>>***

ELEPHANT BUTTE, N.M. (Sept. 4, 2025) — For the first time, the New Mexico Open will be streamed live, bringing four days of PGA of America regional tournament action directly to viewers worldwide. Turtleback Mountain Golf & Resort will produce a Facebook Live broadcast of the 2025 New Mexico Open, scheduled for Sept. 14–17, with distribution across multiple digital and social platforms.

Anchoring the broadcast will be Associated Press broadcast award-winning journalist Ian Roth, morning news anchor at KTSM-TV (NBC, El Paso–Las Cruces). Roth will be joined by guest hosts and commentators, including Notah Begay III, a four-time PGA Tour winner, and Matt Every, a two-time PGA Tour champion, along with other PGA Tour, PGA of America, and Korn Ferry Tour professionals.

"The opportunity to bring our growing regional audience this premier golfing event via our new KTSM+ platform has everyone very excited," KTSM News Director Chris Babcock shares. "This partnership underscores our commitment to bringing live, unique shows and sporting events via our various platforms; as well as partnering with premium content providers to give our viewers and users the best experiences possible."

The program will deliver several hours of live coverage each day, combining professional tournament play with behind-the-scenes access. Features include mic'd-up players such as Notah Begay III and other professionals during tournament play, drone aerial footage, on-course commentary, interviews with PGA Tour, Korn Ferry Tour and PGA of America professionals and golf experts, daily highlights, sponsor segments, and a look at the scenic landscapes and attractions of Sierra County, New Mexico.

"This broadcast celebrates the game of golf while also opening a window into the beauty and opportunity of Sierra County, New Mexico," said PreReal Investments CEO James



Prendamano, co-owner of the Turtleback Mountain Golf & Resort. “The New Mexico Open is a prestigious competition, and by streaming it live we can honor the sport, showcase exceptional play, and share the story of a community that is growing and thriving.”

Tournament coverage will stream primarily on the resort’s official Facebook page facebook.com/turtlebackmountaingolfandresort and will also be available on Turtleback’s LinkedIn, X, and YouTube channels.

KTSM+ will carry coverage with distribution access available to all stations owned by Nexstar Media Group, the nation’s largest local television broadcaster and parent company of KTSM.

The streaming broadcast will also incorporate the golf podcast “Straight Down the Middle-ish,” hosted by PGA Tour professionals Matt Every, along with Live Forever Golf CEO Scott Riley. The show mixes tour stories, on-course banter and unfiltered conversations with guests from across the golf world. Known for its humor, honesty and insider perspective, the podcast blends expert insight with the lighter side of the sport. The episode recorded at the New Mexico Open will be available on Apple Podcasts, Spotify, BuzzSprout and YouTube.

“To see my city showcased on the national stage is so exciting,” said Senator Crystal Diamond Brantley (R). “This tournament brings world-class talent right to our backyard and shines a spotlight on the beauty, hospitality, and people that make Sierra County so special. I couldn’t be prouder to welcome players, fans, and viewers from across the country.”

Nearly 20 sponsors, partners, and government agencies are expected to simulcast the live stream on their own Facebook pages, websites, and other platforms, expanding the program’s available audience to an estimated 1.5 million to 2 million followers and subscribers across all channels.

“The New Mexico Open has long been a premier stage for talent in the Sun Country PGA Section of the PGA of America,” said Cory Armstrong, executive director of Sun Country Golf House, which oversees the championship. “Streaming the tournament live expands our reach, engages fans in new ways, and highlights the exceptional professionals who embody the best of golf in New Mexico and beyond.”

The production is supported by tens of thousands of dollars in paid advertising, boosted social posts from KTSM+ and Turtleback, and organic promotion by sponsors, business and tourism partners.



The 2025 Turtleback Mountain Golf & Resort New Mexico Open marks a milestone in digital golf broadcasting, giving fans a front-row seat to competition while highlighting Sierra County, N.M., as a premier destination.

About Turtleback Mountain Golf & Resort

Turtleback Mountain Golf & Resort, host of the New Mexico Open, has become southern New Mexico's premier golf and lifestyle destination, offering championship golf, upscale residential living and exceptional amenities. Nestled in the scenic Rio Grande Valley, the resort's 18-hole championship course challenges players of all levels while providing sweeping desert views. Beyond golf, the resort continues to grow with 1,300 planned home sites and completed enhancements such as a shaded driving range designed for player comfort. Additional amenities include pickleball and 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 issued proclamations declaring the date Turtleback Mountain Golf & Resort Day across the state, 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.

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. During 2025 - 2027, the tournament finds its new home at Turtleback Mountain Golf & Resort, a reimagined, championship-class venue in Elephant Butte, NM. The move elevates the level of play and strengthens ties to the local community through expanded Pro-Am events, youth and military golf clinics, and economic development efforts. Visit suncountrygolf.com

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 suncountrygolf.com and visit suncountrygolf.com/foundation for information about the Sun Country Golf Foundation.