



**June 22, 2010**

**The Reserve at Lake Keowee to Set the Bar for Environmental Stewardship  
on the Golf Course with Audubon Lifestyles**

PALM HARBOR, FL – The Reserve at Lake Keowee, located in Sunset, South Carolina, has recently become a Pilot Member in the Audubon Lifestyles Sustainable Golf Facility Program.

The Reserve at Lake Keowee is home to a par-72, 18-hole Jack Nicklaus Signature Golf Course that opened in 2002 and offers five sets of tees extending to 7,112 yards. The topography of the course follows the natural contours of the surrounding Blue Ridge Mountains, sloping gently to the water's edge and offering wide fairways, well-protected greens and challenging play for all skill levels. Three of the course's eighteen holes play along Lake Keowee, with two additional holes offering lake views. The Reserve's generously sized practice facilities include a short game area, putting green, and a double-ended driving range with mobile shade canopy.

Audubon Lifestyles ([www.audubonlifestyles.org](http://www.audubonlifestyles.org)), an independent non-profit organization unaffiliated with any other national or international Audubon society, believes that the most natural way to foster sustainability is by working to balance the triple bottom line of people, profit, and planet. Operating with the main purpose of benefiting society, the organization delivers sustainable programming, services and certifications that are cost effective and reduce risk.

The Audubon Lifestyles Sustainable Golf Facility Program was created and continues to be modified through a collaborative process from experts in golf facility management, wildlife management, conservation and sustainability. Among others, this includes advisors presently or formerly employed by the United States Golf Association (USGA), the Professional Golf Association (PGA), the American Society of Golf Course Architects (ASGCA), the National Fish and Wildlife Foundation, and various Universities, Colleges and businesses nationwide. In addition, participation by pilot members like The Reserve at Lake Keowee provides real-world insight used to further refine the program, making it the most comprehensive program to measure sustainability on golf courses.

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Through participation in the Sustainable Golf Facility Program, Audubon Lifestyles staff is available to assist the golf facility's managers and staff to complete the program requirements and gain recognition as a local, regional, national and international model of sustainability.

R. Eric Dodson, CEO and Executive Director for Audubon Lifestyles said, "We are excited to welcome the Reserve at Lake Keowee into the Sustainable Golf Facility Program. By participating as a Pilot Member, The Reserve has set itself on a path to lead by example, and their commitment and efforts toward sustainable golf course management should be commended."

"Our commitment to becoming certified as a sustainable golf course is one we feel is not only important but reflective of our community's overall efforts to conserve and protect the natural beauty that surrounds us," stated Sam Crowe, golf course superintendent at The Reserve at Lake Keowee.

Once a facility meets all of the requirements of the Sustainable Golf Facility Program which includes adopting a Sustainability Charter, and completion of the Sustainability Audit, Audubon Lifestyles will designate the facility as an Audubon Lifestyles Sustainable Golf Facility and develop an Improvement & Implementation Report specific to the facility. In addition, based upon an evaluation process and the Sustainability Audit the facility may be awarded between one and five stars, and earn the right to use the International Sustainability Council's Seal of Sustainability.

#### *About Audubon Lifestyles*

Audubon Lifestyles is a non-profit organization based in the Principles for Sustainability, believing that the most natural way to foster sustainability is by working to balance the triple bottom line of people, profit, and planet. Operating with the main purpose of benefiting society, Audubon Lifestyles delivers sustainable programming, services and certifications that are cost effective and reduce risk.

Their goals include supporting the work of other not-for-profits involved in sustainability on local, regional, national and international scales, and believe that every person plays an important role in regard to the future of our planet. This includes roles at home, at work and in society at large. It is incumbent on each of us to make positive contributions toward the common good by being socially, environmentally and economically responsible where we live, work and recreate. To learn more, visit [www.audubonlifestyles.org](http://www.audubonlifestyles.org)

#### *About The Reserve at Lake Keowee*

With a membership of more than 600 families from 30 different states, The Reserve at Lake Keowee is a lake, mountain and golf community stretching across 3,900 acres including 30 miles of shoreline on Lake Keowee and 1,400 acres of green space. Created by Greenwood

Communities and Resorts, The Reserve offers more than \$100 million in completed, family-friendly amenities, including a 200-slip Marina, Village Center complete with Guest House and a Jack Nicklaus Signature Golf Course and more than 1,400 acres of parks, preserves, trails and green space. Home sites at The Reserve begin in the \$100,000s. To learn more, visit [www.reserveatlakekeowee.com](http://www.reserveatlakekeowee.com), read the community blog at [www.LifeonKeowee.com](http://www.LifeonKeowee.com), or call (877) 922-LAKE (5253).

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