

# 'TOM WATSON - LESSONS OF A LIFETIME' INSTRUCTIONAL TWO-DVD SET HITS MARKET

Westwood, Kansas -World Golf Hall of Famer and 8 time major championship winner, Tom Watson, and Tom Watson Productions announced today the release of a 2010 comprehensive golf instructional two-DVD set titled 'Tom Watson - Lessons of a Lifetime'.

The two-DVD set containing close to three hours of golf instruction and an accompanying booklet of 44 lessons was filmed at The Greenbrier Resort, where Watson is Golf Professional Emeritus. This instructional program is the ultimate learning experience, covering all facets of the game-from the grip to full shots, to chipping, putting and the secret of his timeless swing, plus specialty shots including those required in strong wind conditions.

Directed by award-winning Terry Jastrow, 'Lessons of a Lifetime' embodies the practical experiences and competitive winning strategies that have earned Watson professional recognition as one of the greatest players of all time. "Tom Watson applies the same sense of determination and purpose in his new DVD instructional set," says Jastrow, "as he has to his competitive golf game. It's fifty years of experience from one of the game's masters."

Watson ranks 6th on the list of total major



championship victories with more wins than Bobby Jones, Sam Snead, Arnold Palmer and Phil Mickelson. Watson is one of only fourteen players to have won at least



three of the four golfing major titles.

Encyclopedic in its skill and strategy coverage, 'Lessons of a Lifetime' is a defining instructional medium and will be a must for beginning golfers and weekend warriors as well as experienced golfers wanting to step up their game. Watson says, "It's very important that golfers-whether they are beginners or have played for 50 years-learn and understand the fundamentals. These are the building blocks every golfer needs to

have in order to play up to their potential but, more importantly, to have fun."

From playing in the wind, to hooking and slicing, to fearless putting, Watson breaks them down in an easy-to-understand manner. Golfers can begin applying these lessons of a lifetime the next time they stand on the first tee with their friends. Watson teaches his lessons of his lifetime as if golfers are there with him.

"I was fortunate to have received excellent instruction early in my life," says Watson, a Kansas City, Missouri native who shows no signs of slowing down. "When I was 6 years old, my father, Ray Watson, cut down a hickory-shafted 5-iron, then proceeded to teach me the grip, and how to hook and slice the ball-all the basic fundamentals of the game. It's all this knowledge I've accumulated that I'd like to share with golfers in 'Lessons of a Lifetime.' "

Consistency, contact, alignment, firmness of grip, pivot points, release, rhythm and legendary coach, Harvey Penick's "dead-aim" philosophy are all covered in the two comprehensive DVDs. Watson's instruction comes across in an easy-to-understand manner making it seem your standing right beside him on the tee or green.

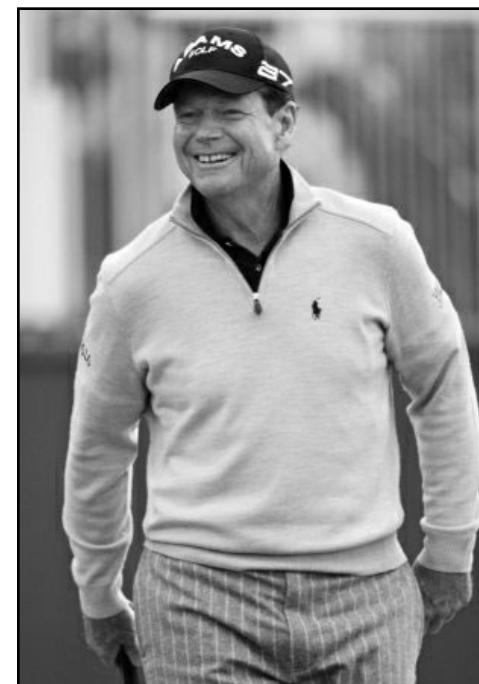
Watson, a graduate of Stanford University, was elected to the World Golf Hall of Fame in 1988 and owns 39 PGA TOUR victories, including five British Opens, two Masters

and one U.S. Open. The latter victory was keyed by Watson's 71st-hole birdie chip-in at Pebble Beach, a shot many historians consider to be the shot of the 20th century.

Last year Watson pulled off one of sports history's most-memorable moments when he made an incredible bid for his sixth Open Championship title, taking Stewart Cink to a four-hole playoff at Turnberry. Four of Watson's seven top-10 finishes on the 2009 Champions Tour came in major championships.

This year Watson opened his season by teaming with Jack Nicklaus to win the Wendy's Champions Skins Game. The following week, Watson birdied the final two holes for a 7-under 65 and a one-stroke victory over Champions Tour rookie sensation Fred Couples in the season-opening Mitsubishi Electric Championship.

Watson has long-standing professional rela-



tionships with Adams Golf, Golf Digest, The Greenbrier Resort, MasterCard and Polo Ralph Lauren.



The two-DVD set finishes with a moving tribute to Watson's 'caddie for life', Bruce Edwards, who passed away in April 2004 from ALS, or Lou Gehrig's Disease. The tribute concludes with a song written and composed by Watson's stepdaughter, Kelly Paige. A portion of the sales of 'Lessons of a Lifetime' will go to help find a cure for this dreaded, life-ending disease.

The Tom Watson 'Lessons of a Lifetime' DVD set is now available for \$49.95 at select golf and sporting goods retailers, pro shops and on-line at [www.tomwatsondvd.com](http://www.tomwatsondvd.com). The set is also available to purchase by telephone at 1-800-993-5589.

Visit Tom Watson's DVD website at [www.tomwatsondvd.com](http://www.tomwatsondvd.com).

**Recreation World RV**

**THUNDER BAY'S RV LIQUIDATORS**

ADVENTURE AND MEMORIES START IN AN RV FROM RECREATION WORLD RV.

FROM WHITEWATER TO PEBBLEBEACH, PLAY THEM ALL FOR LESS IN A TRAVEL TRAILER OR FIFTH WHEEL. WITH AWARD WINNING SERVICE, THE LOWEST FINANCE RATES AND SUPERIOR CUSTOMER SERVICE LET THE PROFESSIONALS AT RECREATION WORLD RV HELP YOU TO START YOUR DREAM GOLF VACATION

Too Free 888-967-3455

HOURS  
Mon - Fri 8:30 - 6:00  
Saturdays - 9:00 - 4:00  
Appointments Available 24/7

**RV'S IT'S ALL WE DO!**

2320 Dawson Road  
5 MINS PAST COUNTY FAIR PLAZA

807-767-3455  
WWW.RECWORLD.RV.COM

**KAKABEKA FALLS MOTOR HOTEL & Carriage House**

**DINE • LOUNGE • STAY**

*A great place to stay when visiting Kakabeka Falls or travelling on Hwy 11/17, only 20 minutes west of Thunder Bay. Licensed Dining Room, Lounge/Bar, Coffee Shop, clean modern rooms.*

Highway 11/17 minutes West of Thunder Bay **473-9211**