



FOR IMMEDIATE RELEASE: 27 September 2011

新闻发布：2011年9月27日

**Gary Player Design Allies With Axis Leisure Management To Expand Presence In China**  
**Gary Player设计公司联手Axis Leisure休闲管理公司扩大在中国业务**

Beijing, PRC - Gary Player Design and Beijing based leisure and hospitality specialists Axis Leisure Management have announced a strategic alliance aimed at expanding Gary Player Design's presence in the rapidly expanding Chinese market.

来自中国北京报导 – Gary Player设计公司和常驻北京的休闲旅游专家Axis 休闲管理公司宣布双方携手形成战略联盟，旨在扩大Gary Player设计公司在快速发展的中国市场的业务。

"We are delighted to add to our current representation in China a resource of Axis' caliber to help us expand the Gary Player family of brands. Axis' expertise in developing exceptional leisure and hospitality brands and Justin Downes' extensive knowledge of the Chinese market will greatly enhance our ability to pursue new golf course design and real estate projects throughout China and the entire Asian region," said Scott Ferrell, President of Gary Player Design.

Gary Player设计公司的总裁斯科特·费雷尔说到：“我们很高兴能增加一个驻中国代表，Axis有能力帮助我们扩大Gary Player家族品牌的影响力。Axis的专长是开发一流的休闲和旅游项目，唐金先生对于中国市场的广博知识也会极大增强我们在中国乃至亚太地区高尔夫球场设计和房地产开发项目上的能力。”

"Axis Leisure Management is proud to be aligned with such an iconic individual, brand, and organization. Our objective is to develop new opportunities for Gary Player Design and Player Real Estate and to offer our expertise in building luxury leisure and hospitality brands to the valued past, present and future clients of The Player Group," said Axis President Justin Downes.

Axis公司的总裁唐金先生表示：“Axis休闲管理公司对于能和Gary Player这么一个了不起的品牌合作感到十分骄傲。我们的目标是为Gary Player设计公司以及Player房地产开发公司寻找更多新的机遇，用我们在高端休闲行业上的经验为Player集团过去、现在以及将来的客户提供更好的服务。”

In addition to Design Services, Axis Leisure Management will support the development and service of the Group's brand portfolio including Gary Player Apparel, Gary Player Wine, Black Knight Enterprises and The Player Foundation.

除了设计服务之外，Axis休闲管理公司还会为Player集团的品牌，包括Gary Player服装、Gary Player酒业、Black Knight企业和Player基金会提供发展服务。

In China since 2006, Beijing based Axis Leisure Management is owned and operated by Justin Downes and specializes in offering support and solutions in the development and operations of the golf, ski, hotel, resort, hospitality, leisure and entertainment sectors in Asia.

自从2006年Axis休闲管理公司把总部定在北京之后，Axis在唐金先生的管理下，从事亚洲地区高尔夫、滑雪、酒店、度假村等休闲旅游的开发和管理工作。

## PRESS RELEASE



For more information about Gary Player Design please contact Scott Ferrell, President  
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For more information about Axis Leisure Management please contact Justin Downes,  
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想了解更多关于Axis 休闲管理公司的情况，请联系唐金总裁。

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**About Gary Player Design**  
**关于Gary Player设计公司**

Widely recognized as the world's most successful golf course architectural firm, Gary Player Design established by Marc Player in 1983 today boasts over 325 championship courses spanning the globe. With an ever-increasing number of courses stretching across five continents and encompassing more than 35 countries, the firm is renowned for its select and ecological approach to design.

Gary Player公司被认为是全球最成功的高尔夫球场建筑公司，公司于1983年由Marc Player成立，到现在已经在全球范围内设计了超过325个锦标赛球场。随着公司在五大洲35个国家拥有越来越多的设计成果，公司在精粹设计和环保设计方面颇有声誉。

Magazines such as Golf Asia, Travel & Leisure, Golf Digest, Golf Week, Golf World Worldwide Golf, and The Complete Golfer have consistently listed Gary Player courses among the top places to play. Travel & Leisure Golf named Leopard Creek in South Africa one of the top ten Best International Courses; Geneva National was referred to by Golf Week as the best course you can play in America; and Golf, Inc. named BlackSeaRama in Bulgaria the 2010 International Development of the Year. Awards and accolades such as these are numerous, and for good reason. Gary Player Design doesn't simply design the course and walk away; they also provide the consulting services that will guide a newly established project through the implementation steps necessary to ensure success. The results are premier golf courses & resorts that provide golfers with a unique style of luxury, the challenge of risk versus reward, and a truly memorable experience.

《亚洲高尔夫》《旅游&休闲》《高尔夫文摘》《高尔夫周刊》《高尔夫世界》《高尔夫球手》等诸多杂志一直以来都把Gary Player设计公司设计的球场列为世界最顶尖球场。《旅游&休闲》杂志把Gary Player设计公司在南非设计的豹溪球场（Leopard Creek）评为全球十佳球场之一；高尔夫有限公司把保加利亚黑海罗摩球场（BlackSeaRama）评为2010年年度最佳球场，其它类似的奖励和荣誉也数不胜数。Gary Player设计公司不仅仅只设计球场，也为球场在建造环节提供咨询服务，以确保球场建造成功。公司能为客户带来高端的高尔夫球场和度假会所，让高尔夫球手们在独一无二的奢华风格中享受到球场的挑战和满足感，从而拥有令人难忘的高尔夫经历。

Although Gary Player's golfing expertise influences every project, Gary Player Design offers three tiers of golf course design service; Black Knight Design™, Player Design™, and Gary Player Signature Design™. On Signature Design projects, Mr. Player is involved in every phase of design and development. With over 50 years of professional golf experience, Player, The World's Most Traveled Athlete™ has visited and studied most of the great golf courses of the world so he understands that the design of a course takes both vision and respect for existing conditions. His design philosophy, and also that of The Player Group, is to create challenging yet playable courses that enhance the existing resources and retain the natural beauty of the land. Environmental sensitivity is a cornerstone of Gary Player's passion for golf course design.



Gary Player公司的高尔夫专家会对每个项目亲力亲为，公司提供三个级别的设计服务：Black Knight设计、Player设计和Gary Player签名球场设计。Player先生会亲自参与签名球场的每个设计阶段的工作。Player先生拥有超过50年的设计经验，拥有“世界上旅行最广的运动员”美誉的他到访过世界上几乎所有最好的球场，他深知球场设计需要对现有条件的理解和尊重。他的设计哲学，同时也是Player集团的理念，即设计有挑战性也有趣味性的球场，提高现有的球场资源，保留当地环境的风貌。保护环境是Gary Player一直倡导的设计基石。

Gary Player, often referred to as the Black Knight, is one of the century's greatest golfers and one of the original inductees into the World Golf Hall of Fame. He is one of only five golfers to ever win the Grand Slam on the PGA Tour and the only golfer to win the Grand Slam on both the regular and Champions Tour. Over the course of his career, Player participated in 438 Tour events, placed in the top 25 in 281 of them, and won 165 worldwide tournaments. Player, whose career earnings exceed \$15 million, is a legend in his own time. Currently serving as The Global Ambassador to the World Golf Hall of Fame, he has been a three-time President's Cup Captain and is ranked by Golf Digest as one of the top ten all-time golf greats. Player's iconic status in sport adds immeasurable marketing value to all golf course design assignments he accepts. His legacy will most certainly ensure Gary Player's Design success for many years to come.

有黑色骑士（Black Knight）之称的Gary Player先生是高尔夫历史上最伟大的球员之一，也是最早入选高尔夫名人堂的球手之一。他是获得过PGA巡回赛大满贯的五位球手之一，也是唯一一位在常规赛和冠军赛都获得大满贯的球手。在他的职业生涯中，Player先生参加了438次巡回赛，在全部281人中排名25，他赢得了165次世界锦标赛。他的职业生涯奖金超过1500万美元，是他所在时代的传奇人物。现在Player先生是高尔夫名人堂的形象大使，他3次担任总统杯队长，被《高尔夫文摘》评为高尔夫历史上最伟大的十位球手之一。Player先生创立的运动品牌上也为自己设计的球场增添了不可估量的市场价值。他的个人传奇可以确保Gary Player设计公司的成功继续很多年。

For further information on Gary Player Design, Player Real Estate or Black Knight International, visit [www.garyplayerdesign.com](http://www.garyplayerdesign.com) or contact Scott Ferrell at + 1-864-477-2720. 想了解更多关于Gary Player设计公司、Player房地产以及国际黑色骑士的资料，请访问[www.garyplayerdesign.com](http://www.garyplayerdesign.com)或者联系斯科特·费雷尔，电话+ 1-864-477-2720。



About Axis 关于Axis

Axis Leisure Management is a company owned and operated by Justin Downes specializing in offering support and solutions in the development and operations of the golf, ski, hotel, resort, hospitality, leisure and entertainment sectors in Asia. Axis assists in the development and execution of business expansion of leisure development businesses throughout China and the Asia Pacific and assists in initiatives that contribute to the growth and success of brands worldwide. Axis offers representation services to leading brands, enabling professional and timely service to the client and assists in the growth of business potential in the region.

Axis公司是由唐金先生运营的一家专门从事亚洲高尔夫、滑雪场、酒店、度假村等休闲娱乐项目咨询与服务的休闲管理公司。Axis致力于协助休闲发展公司在中国乃至亚太地区的决策执行和业务扩张，公司的积极主动性将帮助休闲品牌在世界范围内获得成功。Axis为领先品牌提供代理服务，为客户提供专业并且及时的服务，让客户的品牌在潜在区域得到极大提升。

With over 20 years in executive management positions in all facets of the leisure industry, and on 3 continents, Axis has a solid understanding of the needs of developers, the market and the supply chain – all needing to come together to create a viable and successful project that measures up with the very best in the world. The Axis team comprises likeminded and hardworking talent, able to tackle any development and operational solutions. Axis has worked for and along side global leading developers, operators, designers and planners – and can count some of the world's leading golf, ski, resort, leisure and hospitality developments in its portfolio.

Axis休闲管理公司在三大洲的不同休闲领域有超过20年的管理经验。Axis能全面理解开发商和市场供应链的需求，并且把所有的需求汇集到一起，创建出世界一流的可行且成功的项目。Axis的智囊团为全球顶尖开发商、运营商、设计公司 and 规划公司工作，可以为任何开发运营工作提供解决办法。Axis的项目范围包括高尔夫、滑雪场、度假村、休闲中心、娱乐公司等等。

Axis prides itself on providing affordable, reliable, efficient and professional services – purely targeted at creating truly world class developments and a sustainable and enviable industry for the rapidly growing and discerning Chinese market.

最令Axis骄傲的是公司一直提供价格合理、诚信可靠并且颇具效率的专业服务—公司目标是创建世界一流的开发公司，为客户在日渐繁荣的中国市场提供长期且令人羡慕的行业成果。

For more information on Axis Leisure Management, visit [www.axisleisure.com](http://www.axisleisure.com) or contact Justin Downes at +86 138 1108 7025 (EN), or Olivia Wang at +86 134 0102 7529 (CN), or email at [info@axisleisure.com](mailto:info@axisleisure.com)

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