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Sharjah, UAE: Shurooq, the Sharjah Investment and Development Authority, has partnered with the European Senior Tour to host the Sharjah Senior Golf Masters presented by Shurooq at the Sharjah Golf and Shooting Club from 2017 to 2019, becoming the fifth current European Tour initiative in the United Arab Emirates.

The inaugural 54-hole event, sanctioned by the Emirates Golf Federation, and supported by Sharjah Sports Council and the Sharjah Commerce and Tourism Development Authority, will take place at the **Peter Harradine**-designed course from March 16 to 18, 2017, forming part of the European Senior Tour Order of Merit, with a sizeable prize fund of US\$450,000 on offer.

H.E. Sheikh Mohammed Bin Abdulla Al Thani, Deputy Chairman, Sharjah Golf & Shooting Club, said: "Sharjah Golf & Shooting Club is truly delighted to be hosting such a high profile and truly international sporting event. This initiative has been in the pipeline for three or four years now and it is thrilling to finally announce the event and for us to play such a big part in putting the Emirate of Sharjah well and truly on the global map."

Al Thani added: "Our club itself also justifies its place on such a stage as we get an opportunity to showcase our unique range of facilities which, beyond a world class fully floodlit golf course and state of the art academy, include; indoor shooting ranges, a paintball park, four gymnasiums, archery, tennis, basketball courts, swimming pools and spas. We are all truly excited and are confident the event will be thoroughly enjoyed by the thousands of people who visit us over the course of the week as well as the millions that watch it on television worldwide."

The three-year agreement, which promises to see some of golf's most enduring talents grace the United Arab Emirates will mark the fourth time the European Senior Tour has visited the Middle East following events in Abu Dhabi and Bahrain.

H.E Marwan Jassim Al Sarkal, Chief Executive Officer, Shurooq, believes that the Sharjah Senior Golf Masters will provide the perfect platform to showcase the Emirate's merits as an investment, tourism, sport and business destination.

The legendary Gary Player matched his nine Majors on the regular tours with nine Senior Majors, while eight-time European Tour Order of Merit winner Colin Montgomerie is currently replicating that dominance on the European Senior Tour having topped the Order of Merit for the last two seasons, racking up three Major championships in the process.

Andy Stubbs, Managing Director, European Senior Tour, said: "We're delighted to announce the Sharjah Senior Masters presented by Shurooq. It is a tri-party agreement between Shurooq, the underwriting sponsors, Sharjah Golf & Shooting Club, the host venue, and The European Senior Tour, the sanctioning body, and we thank all parties for their hard work and passion in making this project possible."

