



Rain Bird Partners with Pinehurst Resort

Azusa, California, United States: Rain Bird Corporation and Pinehurst Resort have announced a new relationship, naming the manufacturer as the resort's Official Irrigation Partner.

As a part of the agreement, Rain Bird will provide equipment, service, and support for the resort's irrigation system to maintain Pinehurst's newest course, No. 10, and the resort's famed short course, The Cradle.

"We are honoured to embark on this partnership with Pinehurst Resort, one of the most well-known golf destinations in the world," said **Stuart Hackwell**, Director of Global Golf at Rain Bird, an Executive Member of the Asian Golf Industry Federation.



Pinehurst Resort.

"Rain Bird is committed to leading the industry in the highest quality irrigation technology solutions, and we are pleased to have found in Pinehurst a like-minded partner equally committed to *The Intelligent Use of Water*."

"As a 90-year-old company, Rain Bird has long been dedicated to the golf industry, and, as a result, our irrigation systems are part of the best golf courses in the world, including now Pinehurst Resort," added Hackwell.

Bob Farren, Certified Golf Course Superintendent and Director of Golf Course and Grounds Management at Pinehurst Resort, said: "Our agronomy team looks forward to partnering with Rain Bird and Ewing Outdoor Supply to provide the highest quality irrigation system, which will allow our members and guests the most optimal playing conditions year-round."

"Pinehurst is well known as a premier golf destination, with a reputation of delivering championship conditioning levels for not only Major championships but also for its members and guests."

Eric Kuester, Vice President and Head of Sales and Marketing at Pinehurst, added: "Partnering with Rain Bird naturally aligns with our core values as we are both committed to being good stewards of the game to ensure it is ecologically sustained for future generations. We welcome this partnership and the exciting collaborations it promises."

Pinehurst Resort has built a storied reputation in the golf industry, hosting more single golf championships than any other site in North America.

As a part of this agreement, Rain Bird and Arizona-based Ewing Outdoor Supply will help support major events, including the 2024 and 2029 US Open Championships, which will be staged on historic Pinehurst No. 2.

In addition to using Rain Bird Irrigation equipment at Pinehurst Resort, the agreement allows the two entities to partner on other industry growth initiatives, such as Green Start Academy, which settled at Pinehurst Resort in 2021.

The Green Start Academy, in partnership with John Deere, Envu, and Rain Bird, invited 50 of the brightest assistant superintendents across North America to Pinehurst, North Carolina, for a unique educational and networking experience.

The programme accepts applications through August 1 each year. Interested candidates can apply for a spot in future classes on the Green Start Academy website.

**For more information about Rain Bird and its wide range of golf irrigation solutions, visit www.rainbird.com/golf*