



For Immediate Release

Towhee Club Looks to Exciting Future With Rebrand, Renovations

Spring Hill, TN golf club unveils new name, looks to exciting future with additional renovations

Spring Hill, TN (May 18, 2021) – King’s Creek Golf Club, a public Arnold Palmer golf course located south of Nashville in Spring Hill, Tennessee, is excited to announce the official rebranding and renaming of the course to Towhee Club under new ownership. Towhee Club also celebrates recently completed and future renovations that, along with the refreshed name and brand, mark the beginning of a new club experience.

Towhee Club selected Seth McWhorter of McWhorter Creative to come up with the Towhee Club name — inspired by the Eastern Towhee bird, a year-round inhabitant of central Tennessee and most of the South — and logo. The new name is accompanied by additional renovations to the course to add an all-new, modern clubhouse featuring a restaurant and bar, in addition to an outdoor event venue welcoming all residents of Spring Hill and the surrounding area. Renovations for the covered outdoor venue and lawn area that will be used to host large events, concerts and family activities are expected to be finished by late summer 2021, while the new clubhouse is projected to open January 2022.

“This rebrand and the substantial enhancements to the course are all a part of the bigger plan we’ve had since the beginning, which is to make this one of the finest public golf courses in Middle Tennessee and the Nashville area,” said Nathan Lyons, one of the owners of the Towhee Club. “The goal is to give golfers and non-golfers alike an exceptional experience and guest services that will make Towhee Club a destination for everyone. ”

In 2020, brothers Nathan and Joel Lyons took over ownership of what is now Towhee Club. Their plans to make the course a top public golf course in Middle Tennessee started with renovations to the course last year. With the assistance of Jerry Lemons as the golf course architect, they completely redesigned and renovated the bunkers using the Better Billy Bunker system. Additionally, the greens were re-grassed with Tif-Eagle Bermuda grass and an extensive irrigation project took place to enhance playability and aesthetics. Cart bridges were also repaired for easier access along the 18-hole golf course, and a new fleet of golf carts were added to improve the player experience.

Towhee Club is locally managed in partnership with Bobby Jones Links, based in Alpharetta, GA. For additional information on tee times, lessons and for answers on any general inquiries, please visit www.towheeclub.com.

About Towhee Club

Towhee Club is an 18-hole public golf course located just south of Nashville in Spring Hill, Tennessee. The newly renovated course, designed by Arnold Palmer and a Middle Tennessee favorite since 2006, is suitable for all skill levels. Towhee Club offers four sets of tees ranging from 5,000 to 6,800 yards. With construction to a new clubhouse underway, the club is aiming to be the neighborhood's favorite destination for golfers and non-golfers alike.

About Bobby Jones Links

Bobby Jones Links is an Atlanta-based club management company. Bobby Jones Links' partners and principles have broad experience building, owning, and operating more than 200 clubs worldwide. Bobby Jones Links expertise goes beyond just golf and country clubs with work on additional projects and amenities such as lodging, spas, marinas, and real estate development. Visit www.bobbyjoneslinks.com and get to know how Bobby Jones creates experiences all over the world.

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