

**48 HASSAN II
GOLF TROPHY**



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**LALLA MERYEM
GOLF CUP**

27

PRESS RELEASE

The 48th Hassan II Golf Trophy and the 27th Lalla Meryem Cup are on the starting blocks

The esteemed Royal Golf Dar Es Salam, accessible to everyone, is about to host two significant tournaments along a comprehensive array of activities from February 19 to 24, 2024

February 18, 2024, Rabat: Under the High Patronage of **His Majesty King Mohammed VI**, the Royal Moroccan Golf Federation and the Association of the Hassan II Golf Trophy, presided by **His Royal Highness Prince Moulay Rachid**, are organizing the 48th edition of the Hassan II Golf Trophy and the 27th edition of the Lalla Meryem Cup at the Royal Golf Dar Es Salam in Rabat.

From February 19 to 24, the two flagship competitions of the Moroccan golf calendar will offer a rich program, making this major sporting event one of the most exciting editions.

As usual, everything is put in place to offer a sports spectacle, entertainment, and activities, open freely and free of charge to the general public, in a friendly and playful atmosphere.



Visitors will enjoy different competitions and take advantage of a **Village** set up for a complete experience. It is a real living space that combines walks, leisure, play area, services, and catering throughout this week of golf celebration. To ease visitor access, transportation will be provided by shuttles from parking areas outside.

An integral part of the international golf scene, the **Hassan II Golf Trophy** will once again be played under the banner of the **PGA Tour Champions**, attracting the most recognized senior players in the world. The red course of the Royal Golf Dar Es Salam will welcome **66 champions** who have made history in world golf.

Inseparable from the Hassan II Golf Trophy and taking place simultaneously on the same site, the **Lalla Meryem Cup** continues a tradition of gender diversity established since 1993 by **The Late Majesty King Hassan II**, the illustrious founder of both tournaments.

As part of the Ladies European Tour (LET), the Lalla Meryem Cup has been able to renew itself to meet the evolution of professional golf. The Blue Course will bring together the European elite of women's golf, with **108 LET players**. This 27th edition of the **Lalla Meryem Cup** will be marked by the participation of Moroccan players, including Ines Laklalech, winner of the 2022 Lacoste Ladies Open in France, Maha Haddioui, a LET player for 11 years, and the sensation of the

previous edition, Sofia Cherif Essakali, who at the age of 13 made the cut, setting a record for precocity.

On Tuesday, February 20, and Wednesday, February 21, the tournaments will be preceded by the **Hassan II Golf Trophy Pro-Am, the Lalla Meryem Cup Pro-Am, and the Champions Tour Pro-Am**, played on the red and blue courses.

Simultaneously, the "**Pro-Am Hassan II Kids Cup by First Tee**" will be held on the Green Course on Wednesday, February 21, starting at 15:30. The competition will feature young golfers from the "**First Tee Morocco**" program, which aims to transmit skills and life values through golf practice. Thus, 9 teams composed of three children and one professional, LET player or PGA Tour Champions player, will compete on 9 holes in a playful format.

The traditional **Clinic Exhibition** will also be organized on the same day at the practice area. A golf show for young and old, taking place in the presence of a Ladies European Tour (LET) player and a PGA Tour Champions player.

These five days of golf competitions will be concluded by the **official award ceremony of the Hassan II Golf Trophy and the Lalla Meryem Cup** on Saturday, February 24, on the Red Course of the Royal Golf Dar Es Salam.

The complete schedule can be found at:

<https://hassan2golftrophy.com/>

About the Royal Moroccan Golf Federation (FRMG):

Presided by **His Royal Highness Prince Moulay Rachid** since January 2018, the Royal Moroccan Golf Federation (FRMG), established on March 12, 1960, is dedicated to democratizing golf. It adheres to the highest standards of ethics as set by the global golfing community, especially those outlined by the International Golf Federation and the African Golf Confederation. The FRMG's core objectives include:

- Promotion and development of golf practice
- Organization and management of competitions
- Regulation of golf practice
- Training and professionalization of golf-related professions
- Support for professional players
- Management of high-level golfers

About the Hassan II Golf Trophy Association (ATH):

Founded on September 4, 2002, the Hassan II Golf Trophy Association (ATH), presided by **His Royal Highness Prince Moulay Rachid**, who also presides over the FRMG, is recognized for its public utility in the sports sector.

The ATH is entrusted with the organization of both national and international golf tournaments on behalf of the FRMG. Its mission extends to elevating Morocco's status as a premier golf destination on the global stage.

Upholding achievements and innovating without distorting are the values that guide ATH in its progression towards excellence.

About the PGA Tour Champions:



The PGA Tour Champions, also known as the Senior PGA Tour, is a series of professional golf tournaments reserved for players aged 50 and over.

The Tour brings together players who have made history in golf and continue to captivate fans with their refined play and unparalleled experience. Fairways and greens become the stage for unforgettable moments as these golf legends compete for coveted titles.

The Hassan II Golf Trophy perpetuates its prestigious tradition through the PGA Tour Champions. The tournament provides a unique opportunity for golf fans of all generations to see their favorite heroes in action, create lasting memories, and be inspired by their perseverance.

Each event on the PGA Tour Champions is characterized by a congenial and respectful environment. Here, intense competition is balanced with a profound sense of camaraderie among players, epitomizing the spirit of the sport.

These tournaments serve as a testament to the notion that skill and resolve have no age limit. They celebrate the enduring legacy of golf's past legends, who continue to script their stories on the green, much to the delight of golf aficionados worldwide.

About the Ladies European Tour (LET):

Founded in 1978, the Ladies European Tour (LET) has played a crucial role in the development and promotion of women's golf across Europe and beyond. The tour inspires players to pursue their passion and unlock their potential through golf. The LET is a diverse and multicultural circuit featuring 316 professional golfers representing 36 countries, where players are encouraged to compete at the highest level.

Since its debut in 1993, the Lalla Meryem Cup has emerged as a vital platform for talented female golfers, offering them the chance to showcase their skills in a distinguished setting and gain widespread recognition.

In 2010, the LET and the Lalla Meryem Cup joined forces, uniting golfers from diverse nationalities worldwide. This partnership has strengthened the bonds



between players, fans, and sponsors, grounded in a shared commitment to excellence.

This iconic event remains a crucial milestone in the LET calendar, providing an exceptional sporting spectacle while honoring the shared history between European women's golf and Morocco.