

# Jumeirah's global brand ambassador Rory McIlroy wows youth golfers in New York City

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Jumeirah Hotels & Resorts and its global brand ambassador, Rory McIlroy, joined forces to support a local community initiative in New York. Fresh from his second Major victory, Rory got back to basics with a junior golf clinic at the City Parks Foundation's Junior Golf Center in Brooklyn.

The day was organised by City Parks, a New York City organisation, and Rory's principal sponsor, global luxury hospitality company Jumeirah Group.

During the clinic, 50 junior golfers from the City Parks golf centre, aged 10 to 17, got the opportunity of a lifetime to receive coaching from the current world number one golfer. Rory led the day with a demonstration of his practice routine and answered questions from participants. The young golfers then rotated through driving, putting and chipping stations while receiving tips and techniques for improving their game.

"I spent my day with Jumeirah in one of my favorite cities, New York," said Rory McIlroy at the end of the clinic. "It was great to see so many kids enjoy the game of golf and for me to be able to help them in some way."

Jumeirah Group has sponsored Rory McIlroy from the very first year he turned professional in 2007. Spotting his prodigious talent early on, Jumeirah invested in the young golfer's career and has followed it with great passion ever since. After winning the PGA Championship in the US with a record eight strokes, Rory recently reclaimed the top spot as world's number one golfer.

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About Jumeirah Group:

Jumeirah Group, the Dubai-based luxury hospitality company and a member of Dubai Holding, operates a world-class portfolio of hotels and resorts. Jumeirah Hotels & Resorts includes Jumeirah at Etihad Towers in Abu Dhabi; Burj Al Arab, Jumeirah Beach, Jumeirah Creekside, Jumeirah Emirates Towers, Jumeirah Zabeel Saray and Madinat Jumeirah hotels in Dubai (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/>); Jumeirah Dhevanafushi and Jumeirah Vittaveli in the Maldives; Jumeirah Himalayas Shanghai hotel (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Shanghai/Jumeirah-Himalayas-Hotel/>); Jumeirah Frankfurt in Germany; Jumeirah Grand Hotel via Veneto in Rome; Jumeirah Port Soller Mallorca hotel (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Mallorca/Jumeirah-Port-Soller-Hotel--Spa/>) & spa in Mallorca; Pera Palace Hotel, Jumeirah in Istanbul; two choices of London hotel (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/London/>) in Jumeirah Carlton Tower and Jumeirah Lowndes Hotel, and Jumeirah Essex House in New York. Jumeirah Group also runs the luxury serviced residences brand Jumeirah Living; the spa brand Talise; Jumeirah Restaurants; Wild Wadi Waterpark; The Emirates Academy of Hospitality Management; and Sirius, its global loyalty programme.

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