



FOR IMMEDIATE RELEASE

August 25, 2025

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**4-TIME PGA TOUR WINNER NOTAH BEGAY III WILL PLAY IN
2025 TURTLEBACK MOUNTAIN GOLF & RESORT NEW MEXICO OPEN**

2-Time PGA Tour Winner Matt Every, Korn Ferry's AJ Crouch, former PGA Tour pro Todd Demsey, and PGA Tour Americas' Brandon Mancheno Highlight 156-Player Field.

Begay and Every will also co-host segments of the tournament's streaming coverage on Facebook, X, LinkedIn, YouTube and Broadcast Network Affiliate Digital News Programs

Elephant Butte, NM (August 25, 2025) – Albuquerque's own Notah Begay III, a four-time PGA Tour winner, former New Mexico Open Champion, and acclaimed golf analyst for NBC Sports and Golf Channel, will headline the 2025 Turtleback Mountain Golf & Resort New Mexico Open when the championship returns September 14-17. Widely recognized as one of the most accomplished Native American golfers in history, Begay brings star power to the tournament and a strong personal connection to New Mexico, where his journey in golf began.

"It's always special to come home and compete in New Mexico, where my journey in golf truly began," said Begay. "I'm honored to be part of the New Mexico Open again, and I look forward to sharing this stage with such a talented field of players."

Begay's presence underscores the growing prestige of the event, drawing top professionals from across the country, including 2-Time PGA Tour Winner Matt Every, Korn Ferry's AJ Crouch, former PGA Tour pro Todd Demsey, and PGA Tour Americas' Brandon Mancheno.

"Our goal at Turtleback Mountain Golf & Resort has always been to create more than just a championship venue, we want to build a place that reflects the beauty, culture, and community of Southern New Mexico, said James Prendamano, Co-Founder & CEO, PreReal Investments, and Co-Owner of Turtleback Mountain Golf Investments. "Hosting



the New Mexico Open for the next three years is another step in realizing that vision, and we're humbled by the opportunity to grow Turtleback into one of the premier golf destinations in the Southwest."

New Mexico Open Will Be A Facebook Live Broadcast

In addition to competing, Begay and Every will join television sports news anchors in the broadcast booth at the tournament to co-host segments of the tournament's live streaming coverage. The 2025 Turtleback Mountain Golf & Resort New Mexico Open will be streamed in a Facebook Live broadcast from September 14–17, with six hours of daily coverage featuring multi-camera course action, professional commentary, player interviews, a look behind-the-scenes, and highlight reels. The livestream will be available on the resort's [Facebook page](#), as well as the social media channels and websites of government entities throughout New Mexico, more than 20 of the tournament's sponsors, and the Sun Country Golf House.

"The leadership at Turtleback Mountain Golf & Resort has set a vision that is truly unparalleled for a PGA America sectional tournament," said John "Gibby" Gibson, Founder & CEO of [Gibson Experience](#) and Tournament Director for Turtleback Mountain Golf & Resort. "The enthusiasm we're seeing from well-known players, committed sponsors, and supportive business and government leaders is remarkable, and it's clear this momentum will help make the New Mexico Open one of the most popular sectional tournaments in the country. Turtleback truly is becoming a destination that players of all levels will aspire to experience."

"Having the New Mexico Open at Turtleback Mountain Golf & Resort for the next three years is an incredible opportunity for our Section and the Sun Country Golf Foundation," said Cory Armstrong, Executive Director of Sun Country Golf House.

The Sun Country PGA Section is the official sanctioning body for the New Mexico Open, overseeing the championship in partnership with Turtleback Mountain Golf & Resort. The Sun Country Golf Foundation receives vital funding through the Pro-Am, which take place on September 14, the first day of the Open. The Pro-Am is woven into the tournament's structure to support youth, military, and inclusion programs, with both the Open and the Pro-Am featured prominently across Sun Country's digital platforms to reflect the strength of this organizational partnership.



Armstrong added, “The Pro-Am is a vital part of the tournament. It provides funding that allows us to grow programs benefiting youth, military families, and inclusion across our region. By showcasing both the championship and the Pro-Am, we highlight the power of this partnership while ensuring the New Mexico Open continues to grow in stature and deliver meaningful benefits to the communities we serve.”

About The Headline Players

Notah Begay III

Albuquerque, NM resident, four-time PGA Tour winner, and widely respected golf analyst for NBC Sports and Golf Channel, Notah Begay III notably teamed up with Tiger Woods at Stanford, where he was a three-time All-American and helped lead the Cardinal to the 1994 NCAA championship. A former New Mexico Open Champion, Begay turned professional in 1995 and leveraged his success to establish the Notah Begay III Foundation, delivering sustainable health and wellness programming to Native youth nationwide. A proud Native American, he continues to serve as a role model on and off the course.

Matt Every

A two-time PGA Tour winner, capturing back-to-back victories at the Arnold Palmer Invitational in 2014 and 2015, Matt Every has become a respected voice in golf media, serving as an analyst and correspondent for ESPN’s golf coverage, “PGA Tour Live”, and “The Drop on Golf Channel”. He’s also a co-founder of Live Forever Golf and co-host of the irreverent golf podcast “Straight Down The Middle-ish.”

A.J. Crouch

Now competing on the Korn Ferry Tour, A.J. Crouch brings dedication and a relentless work ethic to the 2025 Turtleback Mountain Golf & Resort New Mexico Open. A Florida native who turned pro in 2018 after a standout collegiate career at the University of Florida, Crouch also co-hosts the “Straight Down The Middle-ish” podcast, adding media experience to his resume.

Todd Demsey

Todd Demsey is a former PGA Tour professional with experience on both the PGA Tour and the Korn Ferry Tour. A four-time All-American at Arizona State University, Demsey won the 1993 NCAA Division I individual championship and represented the United States on the victorious 1993 Walker Cup team. As a professional, he has earned six career victories, including the California State Open, Utah Open, and Arizona Open, as well as three titles on the Gateway Tour.



Brandon Mancheno

Currently active on PGA Tour Americas, Jacksonville-born Brandon Mancheno is one of the rising young talents to watch. He captured a significant amateur title by winning the prestigious Dogwood Invitational, one of America's premier amateur tournaments, where he prevailed at 21-under par through final-round drama. He's also competed on PGA Tour Canada, bringing valuable international tour experience to his developing professional career. With a strong amateur pedigree and growing confidence in pro golf, Mancheno brings youthful energy and ambition to the 2025 New Mexico Open field.

About Turtleback Mountain Golf & Resort

Turtleback Mountain Golf & Resort is the host of the New Mexico Open and has become southern New Mexico's premier golf and lifestyle destination, offering championship golf, upscale residential living, and exceptional lifestyle amenities. Nestled in the scenic Rio Grande Valley, the resort's 18-hole championship golf course challenges players of all levels while providing breathtaking desert views. Beyond golf, the resort is expanding rapidly, with 1,300 planned home sites, a new driving range, leading resort amenities, including pickleball courts, tennis courts, a spa, a fitness center, and a tranquility garden. With a commitment to comfort, recreation, and community, Turtleback Mountain Golf & Resort is redefining what it means to live, play, and relax in the heart of Southern New Mexico. Visit <https://turtlebackmountainresort.com>.

About the New Mexico Open

Since 1954, the New Mexico Open has been a proving ground for some of the game's greatest names, with past champions including Lee Trevino, Notah Begay III, and D.J. Brigman. In 2025, the tournament finds its new home at Turtleback Mountain Golf & Resort, a reimagined, championship-class venue in Elephant Butte, NM. The move not only elevates the level of play but also strengthens ties to the local community through expanded Pro-Am events, youth and military golf clinics, and economic development efforts. Visit <https://suncountrygolf.com/new-mexico-open>.

About Sun Country PGA Section

Founded in 1974, the Sun Country PGA Section is one of the 41 regional offices of the Professional Golfers' Association of America (PGA). It serves 240+ PGA of America Golf Professionals and golf enthusiasts across New Mexico and El Paso County, TX through education, tournaments, and community engagement. The Section has been instrumental



in developing names such as Notah Begay, Bart & Brad Bryant, Kent Jones, and Rich Beem. Through partnerships and its Sun Country PGA Junior Tour, the organization promotes youth golf while supporting veterans, underserved communities, and growing the game at every level. Visit <https://suncountrygolf.com> and visit suncountrygolf.com/foundation for information about the Sun Country Golf Foundation.

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