



FOR IMMEDIATE RELEASE

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**Fore! State-of-the-Art Golf Simulators Coming to
The Hawk in Farmington Hills Winter 2025**

The new amenity, expected to open in January at The Hawk, will allow for year-round golf leagues, lessons and programming in Farmington Hills

FARMINGTON HILLS, Mich. (Nov. 14, 2024) – The City of Farmington Hills Special Services Department is pleased to announce the addition of Full Swing brand golf simulators at The Hawk, the City’s recreation and arts venue, located at 29995 W. 12 Mile Rd in Farmington Hills. The golf simulators are expected to be available to the public in January 2025.

“We’re excited to provide a space where golfers of all experience levels can practice, compete and enjoy the game year-round, no matter the weather,” said Ellen Schnackel, director of the City of Farmington Hills Special Services Department, which oversees parks and recreation. “The Hawk is an award-winning recreational facility, but we’re continually looking for ways to improve upon our success for our guests.”

Full Swing is recognized as one of the premier camera-based sports simulators available. This is the world’s only fully interactive simulator that allows you to play golf, baseball, soccer, hockey, football, and basketball—all on the same system. The Sports Series Simulator, which will be installed at The Hawk, leverages patented technology and an overhead camera to precisely capture both club and ball data at impact. Full Swing’s technology offers a virtual ball-flight simulation that mirrors an outdoor golf course experience, allowing golfers of all skill levels to perfect their swing. The library of courses features over 50 iconic courses from all over the world, which grants instant access to global golf experiences in an immersive virtual environment.

The Full Swing golf simulators at The Hawk will provide a premier indoor practice experience, in addition to new year-round golf programming, leagues and lessons, to complement amenities at the seasonal Farmington Hills Golf Club. A dedicated space will be provided for the simulators on the second floor of The Hawk, which will also be available for group rental.

The City’s Special Services Department is committed to providing high-quality recreational programs at The Hawk, an award-winning, 245,000-square-foot facility that opened in 2021. Offerings include fitness, aquatics, visual and performing arts, and much more. Since its opening, the City has continued to add unique recreational activities and spaces, including an indoor archery range and The Hawk Makerspace, a

shared creative and technical studio, to ensure the community's access to a diverse range of recreation opportunities for guests of all ages and abilities.

For more information on the new golf simulators, leagues and lessons, contact Jamie Cole at 248-476-5910.

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About the City of Farmington Hills

The City of Farmington Hills is a place where everyone is welcome. Founded in 1973, it is one of the largest and most diverse communities in Oakland County. Farmington Hills is home to more than 83,000 residents who speak more than 60 languages, and more than 75 Fortune 500 businesses, including multinational corporations like Nissan and Bosch. The City is known for its extensive amenities, including its 600 acres of parks, 90 athletic fields, six miles of hiking and walking trails, the Farmington Hills Golf Club, and an Ice Arena. Farmington Hills is also home to The Hawk, an award-winning, 245,000-square-foot recreation and arts venue, which includes The Hawk Theatre and The Hawk Makerspace. For more information, visit www.fhgov.com.

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