



## **BRIAN McFADDEN TO HEADLINE ASIA'S GRANDEST STAGE**

### ***Entertainment-meets-golf as global superstar commits to the Ho Tram Open***

**HO TRAM, Vietnam (October 15 2015)** — The Ho Tram Open's position as one of the most electric new global golf events is undeniable, as the team behind the event unveiled one of Vietnam's favourite artists. Brian McFadden, formerly of Westlife has put his cards on the table and revealed he will be headlining the Week of Entertainment (December 1<sup>st</sup> – 6<sup>th</sup> 2015) at the Ho Tram Open.

"I can't wait for December to roll around," remarked McFadden. "The vision of this event is off the charts and as soon as I heard the plans I had to be a part of it. The people of Vietnam have always been such great supporters of mine and I can't wait to headline at Asia's Grandest Stage."

To mark the occasion, a special promotion was unveiled by Brian himself, as he took to Twitter saying he would dedicate a well-known song to a lucky fan, and personally invite them to Ho Tram to be on stage with him for his performance of Flying Without Wings – a huge hit from Brian's time as part of Westlife.

He said; 'Tweet #AsiasGrandestStage to @HoTramOpen for your chance to have me sing Flying without Wings to you on stage @TheGrandHoTram.'

He continued;

'I will pick a winner at random, and they will be my personal guest on Friday December 4<sup>th</sup> @HoTramOpen with hotel room thrown in!

The promotion is being mirrored on the Ho Tram Open Facebook pages allowing fans the best opportunity to win the experience of a lifetime.

"Wouldn't it be great for a fan to have such a memorable moment during the Ho Tram Open," commented Ben Styles, Vice President Golf & Residential Development, Ho Tram Strip. "We discussed the idea with Brian we all agreed it is exactly the type of initiative Ho Tram stands for. We want to bring golf and entertainment together and invite spectators from all across Vietnam and South-East Asia to enjoy the event and importantly the evening parties!"



Brian will perform on Tuesday evening (December 1<sup>st</sup> 2015) at the exclusive Ho Tram Open Gala Dinner, as well as playing at the Ho Tram Open Poolside Groove, headlining on Friday evening (December 4<sup>th</sup>). Each evening the resort will be hosting a Poolside Groove party, giving guests the option to purchase tickets and continue on the party from 5pm – 1am each day of the Championship (Thursday thru Friday). Poolside Groove tickets will be available to spectators and guests when their tickets are redeemed at Ho Tram.

Brian will be in Vietnam for the week, enjoying the luxury of the Grand Ho Tram and taking on the challenge of The Bluffs Ho Tram Strip in the Pro-Am on Wednesday December 2<sup>nd</sup>.

“The vision around the Ho Tram Open is exactly what golf needs right now,” commented Jed Moore, Tournament Promoter. “We don’t view this as just a golf tournament, it is a date in the diary for sports fans, party goers and the general public to enjoy. We have built in activities across all corners of the resort and have opened the doors to all who want to join us. Brian’s addition gives us further fan engagement opportunities and will provide stellar entertainment for our guests and spectators.”

A gesture that has been very well received is the tournaments decision to make all tickets free. Sports and entertainment fans have been taking the opportunity to register for tickets to avoid disappointment. In addition, packages are soon to be unveiled via the exclusive travel partner for the Ho Tram Open, Saigon Tourist, with 1, 2 and 3 night options being made available at select local hotels.

Further announcements on post golf entertainment and package options are due for release in the coming days and available at [www.hotramopen.com](http://www.hotramopen.com)

For more information about the Ho Tram Open including player bios and sponsorship options, visit [www.hotramopen.com](http://www.hotramopen.com) and follow @HoTramOpen.

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#### **About Asian Coast Development (Canada) Ltd**

Asian Coast Development (Canada) Ltd. (ACDL) is an international development company specializing in integrated resort destinations. ACDL, through its wholly-owned subsidiary Ho Tram Project Company Ltd, is the developer of the Ho Tram Strip, a group of integrated resorts and residential development located on more than 400 acres of land with more than two kilometers of pristine beach in Ho Tram, Vietnam and an approved Investment Certificate issued by the Government of Vietnam. With a focus on providing a personalized blend of excitement and relaxation, the Ho Tram Strip will feature something for everyone, from lavish entertainment to premium shopping and exceptional recreational facilities.

The first phase of its development – The Grand Ho Tram Strip – opened its doors in 2013 and includes a 541 room five-star hotel, a world-class entertainment facility, restaurants, high-tech meeting space, an



exclusive VIP area, three swimming pools, as well as a variety of beach-front recreation activities. The Ho Tram Strip is one of the region's largest integrated resort projects with major future development phases including an additional 559 rooms and further leisure amenities that will complete The Grand Ho Tram Strip.

Adjacent to The Grand, the 18 hole Greg Norman designed Championship golf course – The Bluffs – opened for play in early 2014. Future developments at the site will include a residential offering, a second integrated resort similar in size and scale to The Grand, and three additional five star resorts.