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HSBC Premier Golf tournament to tee off in Nuwara Eliya in August

Heading back to the cool climes, HSBC will once again host the country's most exclusive Premier Golf tournament for the seventh year, at the picturesque Nuwara Eliya Golf Course on 30 and 31 August 2019. HSBC is a global supporter of the game and have been a pioneer in crafting unique golf experiences and development for the game for a number of years.

The tournament has become an integral part of the annual golf calendar in Sri Lanka and is expecting over 100 golfers, who are Premier customers to compete for the HSBC Premier Challenge Trophy. Two winners of the tournament will get the opportunity to travel to Shanghai to witness the WGC- HSBC Champions 2019 which attracts the world's best golfers, to be held at the Sheshan International Golf Club from 31 October - 3 November 2019.

This year is tipped to be even more exciting than last year, with MasterCard partnering to support the event by teeing up unique golf-related benefits for HSBC cardholders and to spin a twist to the customary pre-event which will further build engagement among golfers on the 30th of August. The pre-event - 'Roll a Putt under the Stars' will be a two-member team event, where the first player will be given the opportunity to take a shot off the rough using only a hybrid, while the second player will use the putter to hole in. The first team who holes in the putt will be judged the winner.

Nadeesha Senaratne, Country Head of Retail Banking and Wealth Management at HSBC stated, "We are excited to host the 7th edition of the Premier Golf tournament and bring golfers closer to their passion for the game in a truly unique manner. We also invite all Premier customers to avail themselves to a Far Eastern experience through exclusive offers extended throughout August, and hope they too will enjoy the experience here in Sri Lanka as much as the two deserving HSBC Premier Golf overall winners."

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Note to editors:

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide across 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,558bn at 31 December 2018, HSBC is one of the world's largest banking and financial services organisations.

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