



CITY OF PEEKSKILL
OFFICE OF THE MAYOR

John G. Testa
Mayor

New Golf School Hopes to Hit Hole In One In City of Peekskill.

*Institute Will Offer Most Sophisticated Indoor Facility Between Albany
and Chelsea Piers, NY.*

Facility is Located At Elite Fitness Center On 2 John Walsh Blvd.

For Immediate Release

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PEEKSKILL, NY— Golfers are going to get a chance to take a swing at improving their scores and bettering their games at the new swing right golf school.

Located only a few hundred yards from the Louisa Street exit on Route Nine on John Walsh Blvd., Swing Right will feature advanced training, techniques and technology, including high-tech systems that will allow golfers to take as hard a whack as they'd like indoors in the middle of the winter and see where their ball would actually have fallen in the real world.

840 Main Street, Peekskill, NY 10566 (914) 734-4105

“People will spend \$500 on a new driver,” says Swing Right owner Salvatore J. Morocco. “But they won’t spend \$35 learning how to use it. That’s like driving a car without a license,” he says. Morocco is a certified golf professional who is also a leader in the fitness field.

A Peekskill resident, Morocco opened the Elite Fitness Center 16 years ago and has made a strong financial success of it. He thinks Swing Right will also do well. “The growth of Peekskill in the next five to ten years definitely warrants putting the business in,” he says.

“More and more people are realizing that Peekskill is one of Westchester’s most important potential markets,” says Mayor John Testa. “It’s great that businesses like Swing Right are taking advantage of the opportunities we present. And it’s even better that a Peekskill success story looks to be getting ready to have another winner.”

Although Swing Right will operate in Elite Fitness Center’s facilities, it is a totally separate company, he says. “We’ll use the facilities but be a totally separate business entity,” he says. High tech systems will enable golfers to learn more indoors than they would outside, he says.

Golfers can play a game or take a lesson indoors because Swing Right’s indoor simulator has digital technology that calculates the exact path a ball would have followed. The systems can actually analyze a ball’s path and recommend corrections. “Not only can people learn to play, they can bone up and practice on their own,” Morocco says. “They can learn more about their swing here than by going to a range and hitting a ball,” he says.

“There is a real scarcity of good golf educational facilities along the Hudson River. We’re looking to fill that gap and we’re getting significant interest just from our initial marketing,” Morocco says. Besides providing lessons, he plans to open a completely stocked golf shop that will offer everything from clubs to gloves to high quality training materials.

Adults won’t be the only ones benefiting from the new facility. “One of the big things about the school that I’m going to be focusing on is creating a lot of children’s programs,” Morocco says. He recently attended a major Professional Golfer’s Association Trade Show and gathered a great deal of information about youth-oriented programs.

“We’re going to really be focusing on getting children involved in golf and all the lessons the game of golf teaches,” Morocco says. “It’s a phenomenal game that not only teaches about sports. It also teaches the fact of life that people need know.”

Morocco, 44, took up golfing eight years ago. “I got started in golf because I was a police officer at that time and nobody was off during the week. I met new people every time I played in a very relaxed and enjoyable atmosphere,” he says.

Although Peekskill itself doesn’t have any golf courses, there are many in the surrounding communities, and no one between Albany and Chelsea Piers in Manhattan will be able to match the services he offers, Morocco says.

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