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**MOUNT VERNON COUNTRY CLUB REBRANDS TO
MOUNT VERNON CANYON CLUB**

94th Birthday Celebration Will Be Open To The Public on Sat., Aug. 5

DENVER – As it prepares to celebrate its 94th birthday, Mount Vernon Country Club is pleased to announce today that moving forward the club will be known as Mount Vernon Canyon Club. Named for its proximity to Mount Vernon Canyon, MVCC opened in 1923 and is one of the oldest private clubs in the Denver area. Boasting over 1500 members, the club's offerings include an array of social activities for the entire family, as well as extensive dining options, an impressive pool complex and an exceptional tennis program.

"We realize it's a small change, but it is an important distinction for us," says Paul Anderson, Mount Vernon Canyon Club General Manager and COO. "We have always focused on the social nature of our club, and we feel that this name change more accurately reflects the atmosphere found at MVCC."

From the beginning, MVCC has offered a laid-back, social vibe, providing its members with activities ranging from big band live music nights to a myriad of in-house clubs spanning all ages and interests from mahjong to movie nights, and from casual poolside events to formal cocktail parties and weddings. With an eco-friendly horse pasture, instead of a golf course, and activities such as running and biking clubs for members, MVCC has long established itself as distinctly Colorado.

The Club continues to break the mold as it nears almost a century of service to the Denver area, providing an affordable membership with some of the lowest initiation fees along the Front Range.

"This is not the kind of club that requires a jacket," continues Anderson. "We view ourselves as a place to nurture an inclusive community rather than a status-based organization. We are very proud of the Club we have built and are excited to continue changing the stereotype as we approach our centennial."

In celebration of Mount Vernon Canyon Club's fresh name, the Club will host a 94th Birthday Bash that will be open to members and the community Sat., Aug. 5, 4 p.m.- 7 p.m. A \$0.94 menu will include draft beer, house wine and appetizers, and tours of the club will be available for prospective members.

Nestled in the foothills of Golden, CO, Mount Vernon Canyon Club overlooks the city lights of Denver and beautiful mountain vistas including Genesee Mountain and the majestic heights of the snowcapped Rocky Mountains. The club offers luxury in an affordable and casual social setting and celebrates its proud and rich history with members-only dining, music and outdoor events, and rental availability to non-members for weddings, celebrations, fundraisers and business meetings. Mount Vernon Canyon Club is located at 24933 Clubhouse Circle in Golden, CO. For more information about MVCC, visit www.mountvernoncc.com.

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