



February 11, 2009

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## **Merigold Hunting Club, the oldest charter in Mississippi, restructures membership.**

*Merigold's enhancements in a weak economy prove to be of interest to families with the ultimate  
hunting experience in mind.*

**MERIGOLD, MS** – How does the oldest hunting charter in Mississippi take advantage of their 13,000 acres of pristine hunting land located in the heart of the Mississippi Delta? They understand that a suffering economy is an ideal time to enhance their amenities. In the past year, Merigold [www.merigoldhuntingclub.com](http://www.merigoldhuntingclub.com) has had to evaluate the direction of the club. Like all businesses and organizations, there are times when you have to evaluate and determine what is in the best interest of the club. “We understood that we were sitting on a jewel. Every member at Merigold Hunting Club has made an investment financially and emotionally. In uncertain times like this, you have to determine what is important to you, and we have,” said Andrew Westerfield, President Merigold Hunting Club.

In 4<sup>th</sup> quarter of 2008, Merigold initiated a consultant to come in and evaluate the positioning of the club. The club was evaluated on levels ranging from location, amenities, hunting experience and the commitment to wildlife. The review was conducted on a national level. By evaluating other hunting establishments around the world, Merigold has created a plan that will allow their members and their families the ability to create memories that justify their investment. “Of course all of our members appreciate what we have built, but we understand that we have the ability to take advantage of current construction and labor costs,” stated Westerfield. The Merigold Board of Directors understands what needs to be done to enhance the liquidity of the club, and they are implementing the plan.

At the end of the day, what does this mean to the members of Merigold? Over the past three years, the supply of prime hunting land has lessened. There is no secret that the value of land in specific locations has increased. In the delta states, land has increased over the past three years at an average of 7.5% a year. This is evidence that prime hunting land is in demand.

Merigold Hunting Club is the oldest hunting charter in Mississippi. Located adjacent to the Mississippi River, Merigold has over 13,000 acres that are shared among its 50 shareholders/members. In the next 60 days, Merigold will be releasing details as to how they plan on implementing their vision to provide the ultimate hunting experience to all of their members.

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