



**FOR IMMEDIATE RELEASE**

## **Finnish Company Prodiscus Partners with Jonesboro Open**

**JANUARY 19, 2017**

Jonesboro, AR: The Jonesboro Open and Prodiscus have partnered for a premier professional disc golf tournament in Jonesboro, Arkansas. The Jonesboro Open presented by Prodiscus will be held on April 13-16 at the Disc Side of Heaven's Gold Course and will be a stop on the Disc Golf Pro Tour.

The Jonesboro Open is a four day professional disc golf tournament that will bring the best disc golfers in the world to Northeast Arkansas for a week of activities. Professional men and women will compete for cash prizes as they play one of the longest disc golf courses in the world. The Championship level course will receive an upgrade, as part of the partnership with Prodiscus, as professional level, turf teepads will be installed.

Prodiscus was founded in Finland in 2006 by current Owner and C.E.O., Kai Vesa, and produced the first Finnish disc golf discs starting in 2011. The company has steadily grown in Finland and now produces a full line of disc golf discs, bags, accessories and most recently, course designs needs. Recently, Prodiscus has put a focus on expanding their brand to the United States and took a step in doing so in December when they hired U.S.A. Sales Manager and Promoter Baker Helton.

"We are excited to partner with the Jonesboro Open and continuing to grow the Prodiscus brand in the United States," Helton said. "After becoming a Disc Golf Pro Tour partner, it made sense to expand our sponsorship reach to a tournament on the tour. We couldn't think of a better tournament to do so than this one. The Gold Course, at Disc Side of Heaven, is a true championship level course that requires a player to have a multitude of shots and excellent decision making. I believe that it will be one of the top courses on tour and a great place to showcase our Prodiscus teepads. We look forward to what we believe will be a premier level disc golf event for years to come."

The Jonesboro Open tournament director and Disc Side of Heaven owner, Brad Pietz, commented on the partnership with Prodiscus. "I knew from the very beginning we would need help to make the Jonesboro Open the tournament that we had envisioned. Kai and Baker share that vision and I believe we will make this layout a true showpiece for Prodiscus. We, and everyone in Jonesboro, are all very excited to share this course with the world."

Pietz continued, "This is a big step, but there is still a lot of work to do. We still need help from local companies to get behind this event as well to make it the best it can be."

Information about the event can be found on the course's website, DiscSideofHeaven.com and on the Disc Golf Pro Tour's website, DGPT.com. To register for the tournament, visit DiscGolfScene.com. Further information about Prodiscus can be found at Prodiscus.fi.

# # # #

**Brad Pietz**

Owner Disc Side of Heaven  
Tournament Director – Jonesboro Open  
870-336-0347  
discsideofheaven@gmail.com

**Baker Helton**

U.S. Sales Manager – Prodiscus  
501-951-2761  
baker@prodiscus.fi

**Steven Dodge**

Director – Disc Golf Pro Tour  
508-736-0811  
steven@discgolfprotour.com