

Parallax Scrolling and Interactive Video Enhance Member Experience at St. Andrews Country Club

- *St. Andrews Country Club Teams up with Clubessential to create engaging new website design with Interactive Technology*

(Boca Raton, FL – April 6, 2016) – St. Andrews Country Club recently launched their new website which features a brand new, mobile responsive, interactive website design with parallax scrolling and professional video footage. The new website is engaging, faster and easier to navigate. The new, interactive design is user-friendly and keeps members and prospective members engaged resulting in an overall better experience. View the website by visiting www.standrewscc.com.

The new parallax scrolling design creates engaging content for users, keeping them interested longer and helping them better understand the brand's message. Prospective members often do online research and view the website before actually visiting the club, making the website their first impression. With this impressive new design, St. Andrews is raising the bar in the industry by showing the lifestyle they offer through videos and photos available on almost every page.

The videos showcased on the website is actual footage captured at St. Andrews featuring St. Andrews members, answering every prospect's question, "What is hiding behind the gates of St. Andrews Country Club?" This new website is the perfect informational tool that highlights the five-star facilities, amenities and services that St. Andrews members enjoy each day.

The new website was also created with the member's needs and interests in mind to function as a convenient tool for members to make dining reservations, book spa appointments, request Guest Passes, RVSP for an event, and even view billing statements without ever having to pick up the phone.

"Our new website offers a variety of new features and interactive functionality that has enhanced club membership via the Internet." Ed Rice, President of the Board of Governors, St. Andrews Country Club said. "It is clear that a lot of time and effort went into this new design from Morrie Gurevitch, Marketing Communications Chair, the Committee and our Director of Communications & Member Services, Kristen Pfeifer" Rice continued.

Craig D. Martin C.C.M. & General Manager of St. Andrews Country Club said, "We are constantly seeking to achieve that "wow" factor in all aspects of the services and amenities we offer. Our new website is the perfect way to promote everything St. Andrews has to offer in a new and interesting way." Martin continues, "We strive to enhance every aspect of our member's lives, and our new website helps us keep that promise by meeting all of our member's needs and expectations right in the comfort of their own home." Martin continued, "Everything at St. Andrews is a special experience, and our website experience is no different."

About St. Andrews Country Club

St. Andrews Country Club of Boca Raton, resident-only Platinum Club of America and [Distinguished Emerald Club of the World](#) ranked in the [Top Ten of America's Healthiest Club's](#) is

internationally recognized for magnificent estate residences and recently completed \$17.5 million in renovations. The Club features superior amenities, two 18-hole championship golf courses, including an [Arnold Palmer Signature Design®](#). The club offers a comprehensive Golf Performance Center with indoor hitting bay, private practice area, [V1 Digital Coaching System](#) and [FlightScope Launch Monitor®](#) technologies, and a [Callaway Golf®](#) branded club fitting area. The Club features a full service spa and fitness center and a 125,000 square foot completely remodeled Clubhouse with four unique restaurants. A brand new Recreation & Aquatic Center features three pools, poolside dining, Splash Club and state-of-the-art playground equipment and air-conditioned game room. St. Andrews has played host to numerous PGA golf exhibitions led by touring pros such as [Phil Mickelson](#), [Arnold Palmer](#), [John Daly](#) and [Rocco Mediate](#), and is the home course to LPGA Touring Professional and resident [Morgan Pressel](#). Please visit www.standrewscc.com or follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Pinterest](#) and [Instagram](#).

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