



FOR RELEASE: July 29, 2024

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Pro Shop, PGA TOUR announce ‘The Creator Classic,’ a new golf competition at the TOUR Championship featuring leading content creators

First-of-its-kind event to be streamed via the PGA TOUR’s YouTube channel, Peacock, ESPN+ and on PGA TOUR FAST platforms

ATLANTA – For the first time, the most popular golf creators from around the globe will face off in ‘The Creator Classic,’ a nine-hole competition at East Lake Golf Club prior to the TOUR Championship, the culmination of the PGA TOUR’s FedExCup Playoffs. Sponsored by Blackstone, the tournament will be broadcast on the PGA TOUR YouTube channel and several other platforms. The event will take place on Wednesday, August 28 at 4 p.m. ET at East Lake before play begins at the TOUR’s season-ending event.

On the eve of the TOUR Championship, which sees the top 30 PGA TOUR professionals who have made it through the Playoffs compete for a shot at becoming FedExCup champion, 16 of the most successful and skilled golf creators will take on the newly restored East Lake Golf Club—facing the same conditions as the pros—each competing for the inaugural Creator Classic title. Among the participants confirmed so far are Tyler Toney from Dude Perfect, the Bryan Bros, Fat Perez from Bob Does Sports, and Good Good creators Garrett Clark, Brad Dalke and Sean Walsh.

The tournament will consist of eight holes of gross stroke play, then a playoff between the top four finishers. Foursomes will be announced the day before the event. The Creator Classic presented by Blackstone marks the first look at the new back nine at East Lake, making these creators the first to officially take on the restored course. The club underwent a dramatic full-scale restoration following the 2023 TOUR Championship to return the course to its “Golden Age” and harken back to elements from the original Donald Ross layout, as well as reflect the changes in the modern game.

The realm of YouTube golf has not only emerged as a formidable player in sports entertainment but has also carved out its own unique genre. The Creator Classic is bridging the gap between conventional golf tournaments and the world of social media, providing an engaging experience for a diverse audience.

The Creator Classic will be streamed live via the PGA TOUR’s YouTube channel, Peacock and ESPN+, as well as the PGA TOUR channel on PlutoTV, Roku, Samsung TV Plus, Tubi and XUMO, among other FAST platforms. The Creator Classic will be produced to the quality of a premium broadcast, featuring live ShotLink powered by CDW scoring/data, Trackman shot tracing and rich, on-screen graphics. Hosts will be in the booth with talent covering the on-course action, while the players and participants will capture

and share their own content throughout the tournament. For those looking to experience the excitement in person, the event will be open to anyone with a Wednesday ticket to the TOUR Championship.

"Golf is in the middle of an explosion in popularity and, for many young people, some of the biggest stars have emerged on YouTube, Instagram and TikTok. The Creator Classic will bring the brightest of these new stars to the biggest stage in golf, giving them a chance to compete in a real PGA TOUR environment in front of fans both on site and all over the world," said Chad Mumm, Founder and President of Pro Shop. "The combination of these creators, who have millions of loyal fans, and the PGA TOUR's unparalleled competitive atmosphere, production value and massive reach promises to deliver a landmark golf event unlike any other."

"The PGA TOUR is proud to partner with Pro Shop and these popular golf content creators for an exciting new concept," said Chris Wandell, PGA TOUR Senior Vice President, Media. "We look forward to bringing the fans of these social media stars closer to all the PGA TOUR has to offer, and what better place to debut this competition than at the culminating event of the FedExCup Playoffs."

Pro Shop Studios, the production company behind the Netflix hit "Full Swing," will partner with PGA TOUR Entertainment to run on-ground and broadcast production. Spearheading this effort with Greg Hopfe, Senior Vice President and Executive Producer of PGA TOUR LIVE, are Emmy-winning producers and "Full Swing" creators Mumm and Mark Olsen, veteran creative executives KP Anderson and Kevin Plunkett and producer Kiley Homan. Additionally, the NBC Sports and GOLF teams from Comcast will support the Creator Classic with marketing, promotion and special offers for fans on-site at the TOUR Championship presented by Accenture, Coca-Cola and Southern Company.

Blackstone's sponsorship of The Creator Classic is the latest step in its partnership with the PGA TOUR, which began in May of this year when the outdoor cooking equipment provider was named the Official Griddle of the PGA TOUR and PGA TOUR Champions.

"We're thrilled to partner with the PGA TOUR and Pro Shop on this exciting new event in golf," said Roger Dahle, Founder and CEO of Blackstone Products. "As a brand, we believe in the power of content to engage and immerse consumers with our products. The Creator Classic presented by Blackstone provides us a platform to showcase Blackstone products through a unique lens with the world's most notable golf content creators on a premier stage."

For more information about The Creator Classic visit www.TOURChampionship.com.

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About Pro Shop

Pro Shop Studios is a division of Pro Shop Holdings, a media and commerce company poised at the intersection of golf and culture. Pro Shop oversees a portfolio of ventures aimed at engaging, empowering, and growing the global golf community through innovative storytelling and a curated selection of products and services. Launched by the creators of "Full Swing," Pro Shop Studios develops and produces scripted and unscripted film and TV projects within the realm of golf. As the preferred partner for the PGA TOUR in Hollywood, Pro Shop Studios aims to redefine the narrative landscape of golf by delivering high-quality programming and engaging experiences to golf enthusiasts and mainstream audiences alike.

About PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world's best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+.

Internationally, PGA TOUR coverage is available across 200+ countries and territories in 30 languages via 44 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$3.93 billion.

Fans can follow the PGA TOUR on the new PGA TOUR app and PGATOUR.COM, and on social media channels, including [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), X (in [English](#), [Spanish](#) and [Japanese](#)), [WhatsApp](#) (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#) and [Douyin](#).