



FOR RELEASE: October 16, 2024

CONTACTS: Chris Cox, PGA TOUR, chriscox@pgatourhq.com

Justina Rapala Nielsen, Forte Mare (Knockaround), justina@fmare.com

Knockaround tapped as PGA TOUR's Official Eyewear

Knockaround Sunglasses to be sold in PGA TOUR Fan Shops, select TPC Network facilities

PONTE VEDRA BEACH, Florida and SAN DIEGO — The PGA TOUR today announced a multi-year official marketing partnership with Knockaround, which has been named the Official Eyewear of the PGA TOUR and PGA TOUR Champions.

The agreement, through 2029, will make Knockaround merchandise available starting in 2025 at PGA TOUR Fan Shops throughout the FedExCup Season as well as at select TPC Network facilities. Knockaround will also engage with fans through new content and ambassadorships with PGA TOUR players in addition to activations at TOUR events nationwide.

“The PGA TOUR is aligned with Knockaround in its belief that the true value of golf is in the fun and the memories, and we are excited to debut their brand and ideals to PGA TOUR fans at tournaments and venues throughout the year,” said Brian Oliver, PGA TOUR Executive Vice President, Corporate Partnerships. “Knockaround has already made an early entry into the golf ecosystem via its partnership with PGA TOUR players Joel Dahmen and Harry Higgs, and the TOUR is honored to help continue building upon that awareness through this new marketing partnership.”

“We are thrilled to partner with the PGA TOUR and bring Knockaround eyewear to golf fans across the country,” said Jeffrey R. Hennion, CEO of Knockaround. “This collaboration is a perfect alignment between the spirit of golf and the Knockaround brand, and we’re excited to enhance the fan experience with affordable, high-quality sunglasses that complement the game of golf, and of all aspects of life, so well.”

For nearly two decades, Knockaround has been making affordable, high-quality sunglasses centered around durability and style. With its new PGA TOUR relationship, Knockaround will further amplify its brand in professional golf by showcasing its focus on performance and comfort, providing fans a new way to see better on the course whether as a player or fan.

###

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](#).

About Knockaround

Knockaround is a leading eyewear brand known for offering high-quality, stylish, and affordable sunglasses. Started in San Diego in 2005, Knockaround has built a reputation for blending durability and design, providing customers with practical eyewear that doesn't compromise on performance. With a wide range of frame styles, colors, and ongoing special releases, Knockaround offers something for everyone, including a comprehensive line of golf and sport-focused sunglasses.

Available at leading retailers such as REI, Dick's Sporting Goods, Academy Sports & Outdoors, Topgolf, and specialty stores nationwide, Knockaround continues to expand its reach while staying true to its laid-back, California roots. Founded by Adam "Ace" Moyer, 2025 will mark the 20th anniversary of the brand. Knockaround has been featured in GQ, Men's Health, and Forbes, and their sunglasses have been worn by countless celebrities and athletes. For more information, visit [Knockaround.com](https://www.knockaround.com) or follow @knockaround on Instagram, Facebook, and X. [www.instagram.com/knockaround, www.facebook.com/knockaround, www.x.com/knockaround]