



Official Lawn Care Treatment Provider

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## **PGA TOUR, TruGreen announce multi-year extension of marketing partnership**

*TruGreen remains the Official Lawn Care Treatment Provider of the PGA TOUR*

**PONTE VEDRA BEACH, Florida, and FRANKLIN, Tennessee** – The PGA TOUR and TruGreen, America’s No. 1 lawn care company, today announced an extension of their Official Marketing Partnership since 2021, continuing TruGreen’s designation as the Official Lawn Care Treatment Provider of the PGA TOUR, PGA TOUR Champions and TPC Network through 2029.

“We are excited to continue our relationship with TruGreen,” said Dan Glod, PGA TOUR Executive Vice President of Corporate Partnerships. “This partnership is a natural fit as our sport relies on outstanding agronomic practices to provide our membership with elite, championship conditions week in and week out, and TruGreen does the same for its customers across the country.”

As part of the ongoing partnership, Jason Day, alongside Ben Griffin and Patton Kizzire, are working with TruGreen to reinforce a simple idea: Pros Trust Pros. At the highest level of golf, players rely on expert conditions to perform and TruGreen brings that same level of consistency and professional care to homeowners nationwide.

“At TruGreen, we’re raising the standard for what homeowners should expect from their lawn,” said Alyssa Puketza, Chief Marketing Officer at TruGreen. “Our partnership with the PGA TOUR proves it. The same level of care behind championship-level playing conditions is what we deliver every day, giving homeowners a simpler way to get golf course-quality results.”

The agreement includes presenting sponsorship of the PGA TOUR’s Hole-In-One Franchise, which consists of having posting rights across PGA TOUR social channels and PGATOUR.COM when an ace occurs throughout the year, with the ability to extend to monthly features on ‘The Drop,’ produced from PGA TOUR Studios.

Additionally, TruGreen remains a Trustee of First Tee, the TOUR supported youth development organization that uses golf as a catalyst for personal growth.

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**About PGA TOUR**

The PGA TOUR's mission is to deliver the world's most compelling professional golf competition, featuring the sport's greatest players, for fans, partners and communities. The [PGA TOUR](#), headquartered in Ponte Vedra Beach, Florida, operates the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and PGA TOUR University. To date, events across all Tours have generated more than \$4 billion in charitable giving.

**About TruGreen**

Founded in 1973, TruGreen is the nation's leading lawn care provider, providing lawn, tree and shrub, and pest services focused on exceeding its customers' needs. The company operates more than 290 locations across the United States and Canada, with more than 14,000 employees. TruGreen is the partner with the local, tailored solutions and science-driven expertise needed to help each outdoor living space look and feel its very best. For more than 50 years, TruGreen has stayed committed to making its customers' outdoor living space a place they can be proud of. For more information about TruGreen, visit [TruGreen.com](https://www.trugreen.com) and follow them on [Facebook](#), [Instagram](#), and [X](#).