



## 2009 VERIZON HERITAGE

### Contact:

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**Dates:** April 13-19, 2009

**Where:** Harbour Town Golf Links; Hilton Head Island, SC

**FedExCup:** 500 points to winner

**Purse:** \$5,700,000; **Winner's Share:** \$1,026,000

**Format:** 72-hole stroke play; **Field:** 144

**Par/Yards:** 36-35--71/6,973

### KEY STORYLINES:

1. **Boo Weekley set to defend (again)** – Boo Weekley returns in 2009 to defend his title once again at the Verizon Heritage, having captured the last two tartan jackets.
  - Weekley cruised to a three-stroke victory over Aaron Baddeley and Anthony Kim at the 2008 Verizon Heritage, becoming just the third player to successfully defend a title at the tournament. The others include Davis Love III (1991-92) and Payne Stewart (1989-90). Weekley used the victory to eventually finish No. 33 in the FedExCup rankings.
  - Weekley chipped in for pars on the 71<sup>st</sup> and 72<sup>nd</sup> holes to capture his first PGA TOUR title at the 2007 Verizon Heritage, holding off Ernie Els by a single stroke. He went on to finish No. 25 in the inaugural FedExCup competition.
  - Has won in each of his two career starts at the Verizon Heritage. A final-round even-par 71 last year was the only time he has failed to shoot in the 60s at Harbour Town, firing rounds of 67-69-66-68 in 2007 and 69-64-65-71 in 2008.
  - Became the first player to post his first two victories at the same PGA TOUR event since J.B. Holmes won the FBR Open earlier this season (2006 2008). Prior to Weekley and Holmes, the last players to perform the feat were Vaughn Taylor (2004 and 2005 Reno-Tahoe Open) and Brian Henning (1994 and 1999 Southern Farm Bureau Classic).
2. **Charity at the heart of the Verizon Heritage** – The Heritage Classic Foundation, general sponsor of the Verizon Heritage, provides the financial stability, guidance and direction of the tournament. Since its inception, the driving force behind the Foundation has been to improve lives. Every dollar of profit generated by the Verizon Heritage is distributed to charitable organizations. As a result of the 2008 Verizon Heritage, more than \$1.7 million was distributed to local charities. In all, over \$18.4 million has been raised for charitable organizations since 1987.
3. **Davis Love III** – Five-time champion of the Verizon Heritage returns to Harbour Town for the 24<sup>th</sup> consecutive year, a streak which began with a T41 finish in 1986.
  - Included in his 24 starts are 11 top-10, 12 top-25 finishes and just four missed cuts.
  - The event's all-time money leader with \$2,567,787, one of six who have more than \$1 million in earnings (Love, Boo Weekley, Stewart Cink, Aaron Baddeley, Ernie Els and Jim Furyk).
  - Has won 25 percent of his 20 PGA TOUR victories at the Verizon Heritage, with victories coming in 1987, 1991, 1992, 1998 and 2003.
  - Will turn 45 on Monday of tournament week. He has celebrated his birthday numerous times at this event but never won the title on his birthday. Three of his wins have come on April 19 (the date of this year's final round), while the others have been on April 20 and April 21.
4. **FedExCup modifications for 2009:**
  - Shifting the points reset from the beginning of the Playoffs to after the BMW Championship, which means points earned during the PGA TOUR Regular Season will be carried through the first three Playoff events

- Quintupling points awarded at Playoff tournaments relative to Regular Season tournaments
- Changing the field size of the Playoff events to 125 at The Barclays, 100 at the Deutsche Bank Championship, 70 at the BMW Championship and 30 at THE TOUR Championship; they previously were 144, 120, 70 and 30
- Streamlining the points structure for ease of understanding.

#### **ADDITIONAL STORYLINES:**

1. **History abounds at Harbour Town Golf Links** – This is the 41<sup>st</sup> Verizon Heritage at Harbour Town Golf Links, which is widely regarded as one of the most popular stops on TOUR. One of Pete Dye's signature designs is annually ranked among the country's top courses and has produced a winner's roster which includes inaugural winner Arnold Palmer, Jack Nicklaus, Johnny Miller, Hale Irwin, Fuzzy Zoeller, Tom Watson, Nick Faldo, Davis Love III, Greg Norman and Nick Price.
2. **Hilton Head Heroes** – Founded by longtime island resident and family entertainer Gregg Russell and his wife, Lindy, in 1998. The organization's mission is to bring children between the ages of four and 12 with life-threatening or serious illnesses and their families to Hilton Head Island for a week-long cost-free vacation. The 501(c)(3) charity has grown from serving 15 families a year to around 50 per year. In their continuing effort, Hilton Head Heroes purchased a home in Sea Pines Resort, allowing them to host families year-round. Russell and PGA TOUR member Jonathan Byrd will be available for interviews on Wednesday following a noon press conference to discuss this initiative.
3. **Watch out for Jim Furyk at Harbour Town** – The world's 13<sup>th</sup>-ranked player has enjoyed tremendous success at the Verizon Heritage, but has yet to step into the winner's circle. Could this be the year he dons the tartan jacket for the first time?
  - Furyk will be making his 11<sup>th</sup> career start at the Verizon Heritage, with eight made cuts, four top-10 finishes and over \$1.3 million in career earnings.
  - Has posted five top-15 finishes in his last six starts at the tournament, including T15 in 2002, T10 in 2003, T2 in 2005, 2<sup>nd</sup> in 2006, missed cut in 2007 and 4<sup>th</sup> in 2008.
4. **Aaron Baddeley eyes second victory at Verizon Heritage** – After missing the cut in his inaugural appearance in 2001, 2006 champion Aaron Baddeley has reeled off three consecutive top-10 finishes at the tournament (1-2006, T10-2007, T2-2008). The runner-up finish by Baddeley in 2008 was the fourth of his career and first since he finished T2 at the 2007 BMW Championship.
5. **Rory McIlroy to make first start at Harbour Town** - The 20-year-old (born May 4, 1989) from Northern Ireland (dubbed "Boy Wonder" in Europe) has generated his share of news over the past few years, punctuated by his first European Tour win on February 1 at the Dubai Desert Classic, where he jumped to No. 16 in the Official World Golf Ranking. A stellar amateur career was highlighted by an opening-round 68 at the British Open in 2007. McIlroy carried that momentum into his professional career when he made the cut in his first pro event on the European Tour last year and then finished third in his second event, becoming the youngest and quickest affiliate member to secure his European Tour card, having done so in two events. Since then, he twice finished second after playoff defeats at the Omega European Masters and then again at the start of the 2009 season at the UBS Hong Kong Open. McIlroy has finished inside the top 25 in each of his four PGA TOUR starts this year, including T5 at the WGC-Accenture Match Play Championship (defeated by eventual champion Geoff Ogilvy 2 and 1), T13 at The Honda Classic, T20 at the WGC-CA Championship and T19 at the Shell Houston Open.
6. **Several local favorites look for success at Verizon Heritage**
  - **Dustin Johnson** – Columbia, SC native and Coastal Carolina University standout is looking to redeem himself at the Heritage after a missing the cut (79-79) in his inaugural start in 2008. Is in the middle of a phenomenal sophomore season, highlighted by his second TOUR win at the age of 24 at the AT&T Pebble Beach National Pro-Am. Currently tenth in FedExCup standings.
  - **Charles Howell III** – The two-time Junior Heritage Champion and Augusta, GA native will be making his fourth career start at the tournament (T19-2002, MC-2003, T12-2008).
  - **D.J. Trahan** – Former Clemson University standout and two-time PGA TOUR winner grew up on Hilton Head Island while his Dad served as a teaching pro at Harbour Town. Will be making his sixth career start at the tournament (MC-2004, MC-2005, T27-2006, T56-2007, T17-2008).
  - **Lucas Glover** – Greenville, SC native and former Clemson University All-American is coming off of his career-best finish at the Verizon Heritage. Has six career starts at the event (MC-2002, T16-2004, T47-2005, T12-2006, MC-2007, T7-2008).

- **Jonathan Byrd** – Anderson, SC native and former Clemson Tiger standout is a three-time PGA TOUR winner. He has seven career starts at the Verizon Heritage (MC-2002, T56-2003, T16-2004, MC-2005, WD-2006, T27-2007, T36-2008).
- **Charles Warren** – Greenville, SC resident will play this year's event on a Sponsor's Exemption. The former Clemson Tiger All-American has struggled at the Verizon Heritage, missing the cut in four of his five starts. His only weekend appearance resulted in a T44 finish in 2007.
- **Bill Haas** – Greenville, SC resident and son of Champions Tour member Jay Haas will be making his fifth career start at the Verizon Heritage. He, too, has struggled at the tournament, missing the cut in 2005, 2007 and 2008. His only made cut resulted in a T27 finish in 2006.

## 7. Historical Notes

- Boo Weekley's win in 2007 made him the event's 10<sup>th</sup> first-time winner, joining Hale Irwin (1971), Graham Marsh (1977), Doug Tewell (1980), Nick Faldo (1984), Davis Love III (1987), Glen Day (1999), Jose Coceres (2001), Peter Lonard (2005) and Aaron Baddeley (2006).
- Defending champion Boo Weekley will be looking to keep a 15-year streak intact. No defending champion has missed the cut at the Verizon Heritage since Davis Love III in 1993.
- Just five players have won the Verizon Heritage in their first appearance: Stewart Cink (2000), Jose Coceres (2001), Bob Goalby (1970), Arnold Palmer (1969) and Boo Weekley (2007).
- The Verizon Heritage has been won by a player aged 40 and above five times, including Arnold Palmer (40 years, 2 months, 20 days) at the inaugural 1969 tournament, Bob Goalby (1970; 41 years, 8 months, 15 days), Hale Irwin (1994; 48 years, 10 months, 14 days), Loren Roberts (1996; 40 years, 9 months, 27 days) and Nick Price (1997; 40 years, 20 months, 22 days).
- The youngest winner in Verizon Heritage history is Davis Love III. He was 23 years, 6 days when he won the first of his five titles in 1987.
- Harbour Town Golf Links is one of eight courses that has hosted at least one TOUR Championship. In 1989, Harbour Town was the site, as usual, of the Verizon Heritage, won by Payne Stewart. Six months later, Harbour Town also hosted the season-ending TOUR Championship. Stewart just missed winning twice on the same course in the same season when he fell in a two-hole playoff to Tom Kite.
- David Frost set the PGA TOUR's all-time 72-hole putting record with 92 total putts at Harbour Town in 2005. The old mark was also set at Harbour Town when Kenny Knox had just 93 putts in 1989 (matched by Mark Calcavecchia at the 2002 Greater Greensboro Chrysler Classic).
- Seven players (nine times) have won the Verizon Heritage with four rounds in the 60s, including Nick Faldo (1984), Payne Stewart (1989), Hale Irwin (1994), Loren Roberts (1996), Nick Price (1997), Davis Love III (1992, 1998, 2003) and Boo Weekley (2007).
- A player has posted four rounds in the 60s 23 times throughout the history of the Verizon Heritage, with Aaron Baddeley (69-67-67-69) and Jim Furyk (68-68-68-69) the most recent to do so in 2008. Nick Price holds the tournament record with nine consecutive sub-70 rounds.

## 8. Schedule of Events

### **Opening Ceremonies**

**Monday, April 13**

**12:00 pm**

The parade begins at Liberty Oak and travels to the 18<sup>th</sup> green. Defending Champion Boo Weekley will be hitting the ceremonial golf shot into the Calibogue Sound as the cannon is fired.

### **Heritage is GREEN!**

**ALL WEEK**

NEW IN 2009 The Tournament is recycling aluminum cans and plastic bottles with the help of Coca-Cola. Volunteers with the Bluffton High School Football team will be picking up all the recycling and trash on the course. The Tournament has also partnered with Palmetto Electric and Santee Cooper to use only renewable energy to power the tournament.

### **Coca-Cola Youth Day**

**Tuesday, April 14**

**3:00 – 5:00 pm**

Putting Contest on the practice green behind the clubhouse. Kids under 15 putt for free for a chance to win prizes from Coca-Cola. The first 200 children will receive a Verizon Heritage Souvenir.

### **Arnold Palmer Pass**

**Wed-Sun, April 15-19**

**All Day**

NEW IN 2009 Spectators bought this upgraded clubhouse badge to enjoy the golf action up close in two climate-controlled tents on the 15<sup>th</sup> green and the 18<sup>th</sup> tee. Beverages and an upscale buffet are included. Sponsored by Hargray and Wild Wing Cafe.

### **Bridgestone Fan Tent**

**Thurs-Sun, April 16-19**

**All Day**

NEW IN 2009. Test all the different types of Bridgestone golf balls at their fan friendly tent on the 18<sup>th</sup> tee. Children are invited inside to play mini golf.

**Tartan Day****Saturday, April 18****12:00 – 2:00 pm**

Wear your best tartan plaid for a chance to win two Clubhouse Badges to the 2009 tournament. The Verizon Heritage wants you to show your spirit by wearing your tartan. Stop by the tent at the main tournament entrance right next to the clubhouse to have your picture taken.

**Church Service****Sunday, April 19****7:30 am**

The ceremony will take place on the 18 green and will feature local ministers, music and non-denominational prayer. A PGA TOUR pro will also speak. Scheduled for this year -Tom Pernice Jr. will introduce his daughter who will sing a song.