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## 2015 AT&T Byron Nelson Media Notes

**Dates:** May 25-31, 2015

**Where:** TPC Four Seasons Resort; Irving, Texas

**Par/Yards:** 35-35—70/7,166

**Format:** 72-hole stroke play; **Field:** 156

**FedExCup:** 500 points to winner; **Purse:** \$7.1 million (\$1,278,000 to the winner)

**Defending Champion:** Brendon Todd

**Twitter:** @attbyronnelson; **Facebook:** <https://www.facebook.com/attbyronnelson>

**Instagram:** <https://instagram.com/attbyronnelson/>

**YouTube:** [https://www.youtube.com/channel/UC\\_cae6w1sCCDcxJUeu5xtBQ](https://www.youtube.com/channel/UC_cae6w1sCCDcxJUeu5xtBQ)

### A look back at the 2014 AT&T Byron Nelson

Brendon Todd held a share of the third-round lead before shooting a bogey-free final round 66 to win by two shots over former Masters champion Mike Weir. Todd led the field in Fairways Hit, Total Putts and Strokes Gained – Putting for the week. The win came in Todd's 77<sup>th</sup> PGA TOUR start at the age of 28 years, 9 months and 26 days.

### More on Todd and the AT&T Byron Nelson

- Todd will attempt to become the first repeat winner of the AT&T Byron Nelson since Tom Watson won three in a row from 1978-80.
- Todd won in his fourth start at the AT&T Byron Nelson. After missing the cut in his first two starts (2009, 2012), he finished T17 in 2013 and won in 2014.
- Todd became the fourth champion in the last five years to record their first PGA TOUR victory at the event, joining Jason Day (2010), Keegan Bradley (2011) and Sangmoon Bae (2013).
- Todd (a 2007 graduate of the University of Georgia) was among a large contingent of winners from Universities in the state of Georgia during the 2013-14 Season, including the University of Georgia (two-time winners Bubba Watson and Chris Kirk, as well as Russell Henley, Harris English, Brian Harman and Todd), Georgia Tech (Matt Kuchar, Chesson Hadley) and Augusta State University (two-time winner Patrick Reed). Reed attended Georgia one season before transferring to Augusta State.
- Todd became the ninth former Bulldog all-time to win on TOUR, with Bubba Watson leading the group with seven career wins. Todd was the first Bulldog to win the HP Byron Nelson.
- Todd has three top-10 finishes in 15 starts this season, led by a fourth-place effort at the RBC Heritage.

### Local Favorite and Masters Champion Jordan Spieth

Dallas native Jordan Spieth returns to play in the event where he made his PGA TOUR debut at the age of 16 in 2010, finishing T16. The 21-year-old will be playing the AT&T Byron Nelson for the fifth time (T6-2010, T32-2011, T68-2013, T37-2014). Here's a few of Spieth's career highlights:

- With wins at the Valspar Championship and Masters Tournament this year, Spieth became the third different player since 1940 to win three times on TOUR before reaching the age of 22 (Tiger Woods, Sergio Garcia).
- Became youngest PGA TOUR winner since 1931 at the 2013 John Deere Classic, winning less than two weeks before his 20<sup>th</sup> birthday.
- In 2013, earned a Captain's Pick for the U.S. Presidents Cup Team and was voted Rookie of the Year.
- So far this season, has eight top-10 finishes in 14 starts. In addition to previously-mentioned wins, has runner-up finishes this year at the Valero Texas Open, Shell Houston Open and Crowne Plaza Invitational at Colonial.

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### “DFW Double”

- Crowne Plaza Invitational at Colonial champion Chris Kirk is closing on a house this week in Athens and is not teeing it up at the AT&T Byron Nelson. He would have been seeking to become just the second player to win the Crowne Plaza Invitational at Colonial and AT&T Byron Nelson in the same year (Ben Hogan/1946) and the first to do so in back-to-back weeks.
- Fifteen players have won the “DFW Double” during their careers: Ben Crenshaw, Roberto De Vicenzo, Ben Hogan, Sam Snead, Bruce Devlin, Jack Nicklaus, Lanny Wadkins, Tom Watson, Bruce Lietzke, Nick Price, Phil Mickelson, Sergio Garcia, Rory Sabbatini, Julius Boros and Adam Scott.

### FedExCup and the AT&T Byron Nelson

Twelve of the top 30 in the FedExCup are teeing it up this week, including top-ranked Jordan Spieth, #2 Jimmy Walker, #7 Charley Hoffman, #8 Dustin Johnson, #9 Brandt Snedeker, #13 Jason Day, #19 Sangmoon Bae, #20 Gary Woodland, #24 Brooks Koepka, #26 Daniel Berger, #29 Matt Kuchar and #30 Brendon de Jonge.

### A glance at the field

- Ten of top 30 in the Official World Golf Ranking, led by #2 Jordan Spieth, #8 Jason Day, #10 Dustin Johnson, #12 Jimmy Walker and #18 Matt Kuchar.
- Nine TOUR winners this season, accounting for 11 wins: Jordan Spieth (2), Jimmy Walker (2), Sangmoon Bae, Charley Hoffman, Brooks Koepka, Jason Day, Brandt Snedeker, James Hahn, Dustin Johnson.
- 12 major champions: Vijay Singh (3), Angel Cabrera (2), Retief Goosen (2), Keegan Bradley, Ben Curtis, Jason Dufner, Zach Johnson, Geoff Ogilvy, Louis Oosthuizen, Charl Schwartzel, Jordan Spieth, Mike Weir.
- Eight past AT&T Byron Nelson winners, including the last six champions: Brendon Todd (2014), Sangmoon Bae (2013), Jason Dufner (2012), Keegan Bradley (2011), Jason Day (2010), Rory Sabbatini (2009), Scott Verplank (2007), Vijay Singh (2003).
- Players with at least seven TOUR wins: Vijay Singh (34), Kenny Perry (14), Zach Johnson (11), Dustin Johnson (9), Geoff Ogilvy (8), Mike Weir (8), Retief Goosen (7), Matt Kuchar (7), Brandt Snedeker (7).

### Additional Player Notes

- Nine-time TOUR winner Dustin Johnson owns three top 10s in five AT&T Byron Nelson starts (T63/2008, T4/2009, T7/2010, T20/2011, T7-2014). With his win this year at the World Golf Championships-Cadillac Championship, Johnson won for the eighth consecutive season on TOUR (the best current streak).
- 2010 AT&T Byron Nelson winner Jason Day returns for his fifth start at the event. In addition to his win in 2010 (his first TOUR victory), he has added victories at the 2014 World Golf Championships-Accenture Match Play Championship and the 2015 Farmers Insurance Open.
- Keegan Bradley returns for his fifth AT&T Byron Nelson start, winning in 2011, finishing runner-up in 2013 (which included an opening-round 60), T24 in 2012 and T29 in 2014.
- Matt Kuchar has yet to miss a cut in seven starts at the HP Byron Nelson Championship (T39-2007, T42-2008, T39-2009, T6-2011, T15-2012, T33-2013, T7-2014).
- By his lofty standards of late, five-time PGA TOUR winner and Texan Jimmy Walker has found little success at the AT&T Byron Nelson. Despite seven made cuts in nine previous starts, he has yet to crack the top 20, with a T23 in 2009 his best showing. Walker is currently No. 2 in the FedExCup standings, led by wins this season at the Sony Open in Hawaii and Valero Texas Open.
- 11-time PGA TOUR winner Zach Johnson returns to the event for just his third start (and first since 2005). His finishes include a T41 in 2004 and missed cut in 2005.
- Young Gun Justin Thomas will make his first AT&T Byron Nelson start. He enters the week with four consecutive top-25 finishes – T11 at the RBC Heritage, T12 at the Zurich Classic of New Orleans, T24 at THE PLAYERS Championship and T7 at the Wells Fargo Championship.

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**Miscellaneous Tournament Notes**

- 14 out of the last 20 champions at the AT&T Byron Nelson have recorded all four rounds in the 60s. The exceptions were (Keegan Bradley-2011, Jason Day-2010, Adam Scott-2008, Brett Wetterich-2006, Sergio Garcia-2004 and Jesper Parnevik-2000).
- Three of the last five champions of the AT&T Byron Nelson won in their first start at the event (Jason Day/2010, Keegan Bradley/2011, Sangmoon Bae/2013).
- There have been 12 players that have claimed their first TOUR win at the AT&T Byron Nelson: Don January (1956), Johnny Pott (1960), Charles Coody (1964), Mark Hayes (1976), Neal Lancaster (1994), Robert Damron (2001), Ted Purdy (2005), Brett Wetterich (2006), Jason Day (2010), Keegan Bradley (2011), Sangmoon Bae (2013), Brendon Todd (2014).
- The current course record of 60 was set by Keegan Bradley in 2013. Arron Oberholser also shot 60 when the tournament was contested at Cottonwood Valley in 2006.
- The tournament scoring record of 261 was set by Rory Sabbatini in 2009.
- Only two have won the event in wire-to-wire fashion – Mark Hayes/1976 and Tom Watson/1980. (Note: Complete first-round scores are not available for the inaugural event in 1944, won by Byron Nelson).
- Dating to 2000, there have been eight international-born winners of the championship (2000-Jesper Parnevik, 2002-Shigeki Maruyama, 2003-Vijay Singh, 2004-Sergio Garcia, 2008-Adam Scott, 2009-Rory Sabbatini, 2010-Jason Day, 2013-Sangmoon Bae).
- Just seven players (eight total wins) have carried the opening-day lead on to victory: Jason Day (2010), Scott Simpson (1993), Tom Watson (1979, 1980), Mark Hayes (1976), Chi Chi Rodriguez (1972), Earl Stewart (1961) and Don January (1956).
- The 54-hole leader/co-leader has won three times in the last seven years at the AT&T Byron Nelson (Adam Scott/2008, Jason Dufner/2012, Brendon Todd/2014).

**Final Event of Four-Leg Texas Swing**

The AT&T Byron Nelson is the final of four legs of the Texas Swing on the PGA TOUR, with Jimmy Walker winning the Valero Texas Open, J.B. Holmes winning the Shell Houston Open and Chris Kirk winning the Crowne Plaza Invitational at Colonial. Adam Scott is the only player to win the Texas Grand Slam (2007 Shell Houston Open, 2008 AT&T Byron Nelson, 2009 Valero Texas Open, 2014 Crowne Plaza Invitational at Colonial). A number of other players, many of them Hall of Famers, have won three titles. Here are the players who have won three of the four events along with the missing link:

<b><i>Player</i></b>	<b><i>Missing Tournament Victory</i></b>
Bruce Crampton	AT&T Byron Nelson
Ben Crenshaw	Shell Houston Open
Roberto De Vincenzo	Valero Texas Open
Bruce Devlin	Valero Texas Open
Ben Hogan	Shell Houston Open
Gene Littler	AT&T Byron Nelson
Phil Mickelson	Valero Texas Open
Byron Nelson	Crowne Plaza Invitational at Colonial
Corey Pavin	AT&T Byron Nelson
Arnold Palmer	AT&T Byron Nelson
Nick Price	Shell Houston Open
Sam Snead	Shell Houston Open
Mike Souchak	AT&T Byron Nelson



### Remembering Byron Nelson

The AT&T Byron Nelson celebrates the life and legacy of Byron Nelson. Above and beyond his accomplishments on the golf course, Nelson (who passed away in 2006) is universally regarded as one of the game’s most respected and revered individuals.

- Nelson reached the pinnacle of his golfing career in 1945, winning 18 tournaments, including a record 11-tournament winning streak that will likely stand the test of time.
- Throughout his relatively brief career, he won 54 times, including the 1939 U.S. Open, 1937 and 1942 Masters Tournaments, and the 1940 and 1945 PGA Championships.
- The tournament has several ways of honoring Nelson:
  - The Byron Nelson Prize sponsored by the T. Boone Pickens Foundation, awarded each year to a person or organization in the golf world who exemplifies the ideals of sportsmanship, integrity and philanthropy. Past winners include Tom Lehman (2007), Ken Venturi (2008), Arnold Palmer (2009), Tom Watson (2010), Deane Beman (2011), Nancy Lopez (2012).
  - The Byron Nelson International Junior Golf Award recognizes the achievements of junior golfers around the world, with 2015 recipients Sam Burns, Austin Connelly, Brad Dalke and Davis Riley.

### The AT&T Byron Nelson is one of the TOUR’s longest running events

The AT&T Byron Nelson, the first PGA TOUR event to be named in honor of a professional golfer, has one of the richest golf traditions in the game. The tournament has been conducting TOUR events since 1944, making the event the TOUR’s ninth-oldest (see chart below). The only breaks came in 1947-55, 1963 and 1965. The inaugural tournament in 1944 was played at Lakewood Country Club, with Byron Nelson recording a phenomenal 10-stroke win over his nearest challenger Harold “Jud” McSpaden. Nelson’s victory that year was the beginning of a two-year stretch in which the Hall of Famer won 26 tournaments, including the amazing streak of 11 straight wins in 1945.

Rank	Event	Established
1.	BMW Championship	1899
2.	RBC Canadian Open	1904
3.	Valero Texas Open	1922
4.	Northern Trust Open	1926
5.	Waste Management Phoenix Open	1935
6.	AT&T Pebble Beach National Pro-Am	1937
7.	Wyndham Championship	1938
	Zurich Classic of New Orleans	1938
<b>9.</b>	<b>AT&amp;T Byron Nelson</b>	<b>1944</b>
10.	Crowne Plaza Invitational at Colonial	1946
	Shell Houston Open	1946

### 2014-15 PGA TOUR Season Highlights

So far in the 2015 calendar year, 14 of the 21 winners were in the top 25 in the Official World Golf Ranking at the time of their respective victories: Patrick Reed (23), Jimmy Walker (17th at Sony Open in Hawaii, 13th at Valero Texas Open), Jason Day (8), Dustin Johnson (16), Jordan Spieth (10th at the Valspar Championship and 4th at the Masters), J.B. Holmes (20), Jim Furyk (10), Justin Rose (8), Rickie Fowler (13), Rory McIlroy (1<sup>st</sup> at the WGC-Cadillac Match Play and 1<sup>st</sup> at the Wells Fargo Championship) and Chris Kirk (23).

So far this season, 11 of the 28 events have been determined by a playoff.

The trend of young winners on TOUR has continued early into the 2014-15 season as 12 of the 28 winners have been under the age of 30, including:

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- 25-year-old Rory McIlroy, with his win at the WGC-Cadillac Match Play joined Tiger Woods (29) and Jack Nicklaus (17) as the only players to win 10 events prior to their 26th birthday on TOUR in the last 75 years.
- 21-year-old Jordan Spieth, with his victories at the Valspar Championship and Masters Tournament, became the third different player since 1940 to win three times on the PGA TOUR before reaching their 22nd birthday. The others were Tiger Woods and Sergio Garcia. Spieth first won the 2013 John Deere Classic less than two weeks before his 20th birthday.
- 26-year-old Rickie Fowler finished birdie, eagle, birdie, birdie to shoot a final-round 66 and finish at 12-under-par at THE PLAYERS to enter a three-hole aggregate playoff with Kevin Kisner and Sergio Garcia, eventually prevailing after four holes. The 5-under-par total over the last four holes is a PGA TOUR record since the TOUR began tracking hole-by-hole scores in 1983.
- 24-year-old Patrick Reed became just the fifth player since 1991 to win four times before age of 25, joining Tiger Woods, Phil Mickelson, Rory McIlroy and Sergio Garcia with his Hyundai Tournament of Champions win.
- The rookie class of 24 players includes 21 players who began the season under the age of 30. Canadian Nick Taylor, a 2013 graduate of the PGA TOUR Canada and a 2014 graduate of the Web.com Tour, got off to a hot start by winning the Sanderson Farms Championship in October. Rookie members in the top 50 in the FedExCup standings include Daniel Berger (23) and Justin Thomas (36).

### **Miscellaneous Charity**

With the PGA TOUR having well surpassed the \$2 billion mark in charitable giving, the AT&T Byron Nelson has been a leader in that effort of giving back to communities. Salesmanship Club Charitable Golf of Dallas, host organization of the AT&T Byron Nelson, announced last August that the 2014 event raised \$5.6 million for the Momentous Institute, bringing the total raised since 1968 to more than \$137 million.

### **Astellas Presents Executive Women's Day**

A large contingent of female business leaders are expected to gather on Tuesday, May 26<sup>th</sup> at the AT&T Byron Nelson for the Astellas Presents Executive Women's Day. The PGA TOUR and Astellas Pharma US, Inc. ("Astellas") are in the third of a three-year agreement in which Tokyo-based Astellas will champion the TOUR's commitment to its new Women's Initiative. The Women's Initiative brings together influential women from the Dallas/Fort Worth area and covers topics of corporate leadership, economic and career development, and professional networking.

### **Jordan Spieth and Harrison Frazar featured at Youth Clinic**

PGA TOUR professionals Jordan Spieth and Harrison Frazar will host Monday's Youth Clinic Presented by Tech Mahindra, taking place at the TPC Four Seasons Practice Facility at 3:00 p.m. The free event open to the public will also feature 2008 World Long Drive Senior champion and trick shot artist Dan Boever.

### **Web.com Small Business Summit**

On Wednesday, May 27 at 8:30 a.m., the AT&T Byron Nelson will host the Web.com Small Business Summit. Web.com is visiting cities all over the country to provide small business owners with free seminars and personalized consulting.

### **AT&T Digital Clubhouse**

Located behind the first green during competition days will be the AT&T Digital Clubhouse, where fans can demo the latest AT&T products and services, take the "It Can Wait" pledge, and interact with AT&T's digital wall featuring a mix of golf and social activities.

### **Pavilion After Dark Series**

The Pavilion After Dark Series takes place after play each of the first three rounds. Located at Champion's Way, the Pavilion features "Guys Night Out" on Thursday and live concerts on Friday (Mockingbird Sun) and Saturday (Le Freak). All events are free to anyone with a tournament ticket.

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**Military Appreciation at the AT&T Byron Nelson**

Two complimentary tickets are available for all active, reserved or retired military personnel for each day of the AT&T Byron Nelson. Military personnel are invited to gather, meet, exchange stories, relax and watch the tournament on the 18<sup>th</sup> green at the Birdies for Brave Patriots' Outpost presented by CDW.

**KidsZone Presented by Baylor Emergency Medical Center**

Thursday through Sunday, admission is free to the air-conditioned venue presented by Baylor Emergency Medical Center. Bounce houses, arts and crafts, putt-putt and more await kids 13 and younger in this family-friendly oasis. KidsZone is located off the fairway of the first hole.

**PGA TOUR Volunteer Challenge sponsored by Myrbetriq**

Until noon on Saturday, May 30, fans are encouraged to visit [PGATOUR.com/Volunteers](http://PGATOUR.com/Volunteers) to vote for their favorite AT&T Byron Nelson volunteer. At the end of the voting period, the volunteer with the most votes will have the chance to present a check from AstellasPharma US, Inc. for \$10,000 in his or her name to the Momentous Institute. In addition, the tournament has the potential to raise up to \$30,000 in bonus funds for charity based on the number of votes earned collectively by volunteers.

**Pressure is on Matt Jones**

During tournament play on Friday or Sunday, if PGA TOUR professional Matt Jones aces the 17<sup>th</sup> hole, Omni Hotels will donate \$100,000 to the Momentous Institute.

**Make Your mark**

Spectators can make their mark at the 2015 AT&T Byron Nelson by showing their support for Momentous Institute, the beneficiary of the tournament. Fans are encouraged to stop by the carnival booth on Champion's Way to win upgraded tickets, t-shirts, sunglasses, tumblers and more while learning how the Institute is helping to change the odds for kids.

**Free VIP Parking for Cadillac Drivers**

Any spectator driving a Cadillac will receive complimentary VIP parking at Lot 6 (North Lake College) and a free shuttle to the tournament. The address for Lot 6 is 5001 N MacArthur Blvd. in Irving.