



# **TOUR CHAMPIONSHIP**



**Southern  
Company**

**PROUD PARTNERS**

## **2017 STORY IDEAS**

SEPTEMBER 18-24 2017

## The TOUR Championship

The 2017 TOUR Championship will mark the 31<sup>st</sup> playing of the event and the 11<sup>th</sup> since the PGA TOUR launched the FedExCup season-long points race, all of which have culminated at East Lake Golf Club. This year's TOUR Championship will embrace many elements of what makes the Atlanta community so special, including food, culture and traditions.

The legacy of Atlanta hero and golf icon, Bobby Jones, and the rich history of East Lake Golf Club provides the ultimate backdrop for a race to the finish. Jones established the measure of greatness in golf and now the top 30 PGA TOUR professionals on the planet compete on Jones' home turf for the fame and fortune of the FedExCup. Players have battled through 43 regular-season and three Playoff events. The world's best have advanced to be welcomed home. Every competitor is a contender and each has been given the opportunity to become a legend.

### New Fan and Player Initiatives to Honor Bobby Jones

The TOUR Championship unveiled a series of initiatives geared to both players and fans that will showcase the legacy of Bobby Jones. Regarded by many as the game's greatest amateur golfer and a founding member of East Lake Golf Club, the Atlanta native was an instrumental figure in shaping the destiny of one of the world's great golf courses.

- Welcome Pavilion
  - Created in partnership with the Atlanta History Center, fans will be able to take a journey through the hallowed grounds of East Lake Golf Club. In addition to photos and facts featuring Bobby Jones, spectators will be also treated to a glimpse of the storied history of East Lake including Arnold Palmer's winning U.S. Ryder Cup team in 1963 where Palmer was the last playing captain.
  - The pavilion will also highlight many of the thrilling moments of the FedExCup champions that have been crowned at East Lake Golf Club over the last decade.
- Calamity Jane Trophy
  - Since 2005, the tournament has presented the champion with a replica version as a gift each year. Now the Calamity Jane, the putter Jones used to win the Grand Slam, will become the official trophy of the TOUR Championship moving forward.
- Shamrock Cookies
  - The TOUR Championship has partnered with Henri's Bakery, an Atlanta culinary institution since 1929, and will be preparing Shamrock Cookies exclusively for tournament week. The shortbread delicacies are shaped like shamrocks in a nod to Jones and his connection to East Lake as Jones was born on St. Patrick's Day in 1902 and always kept a shamrock charm on his pocket watch chain, forever linking the marker with his name.
  - Henri's Bakery, known for cookies, croissants, pastries and deli sandwiches, will also be serving two of its famous sandwiches, the Turkey Po'boy and the Roast Beef Po'boy at the TOUR Championship as well.

#### STORY IDEAS:

- With notice, we can share videos of TOUR players putting with the Calamity Jane and speaking about the new official trophy
- Come out to the course early in tournament week and we'll take you on a tour of the Welcome Pavilion and the Clubhouse

### Arnold Palmer Exhibit

In 1963, Arnold Palmer served as the last-ever playing captain of a United States Ryder Cup team. The event, which was contested at East Lake, was won by the United States team by a score of 23-9 over Great Britain.

To honor his memory, East Lake Golf Club will house an exclusive display of memorabilia from the 1963 Ryder Cup inside the Clubhouse during the week of the TOUR Championship. East Lake Golf Club wishes to recognize Mr. Palmer's profound impact on the game of golf and looks forward to this special tribute in his honor.

The display includes:

- Arnold Palmer's 1963 Ryder Cup golf bag
- Arnold Palmer's 1963 and 1975 Ryder Cup captain's ring
- Arnold Palmer's Ryder Cup captain's trophy
- Arnold Palmer's 1963 Ryder Cup player's badge
- Arnold Palmer's 1963 Ryder Cup locker plate
- Arnold Palmer's 1963 Ryder Cup contestant card
- 1963 Ryder Cup calligraphy score board

East Lake Golf Club wishes to thank the Palmer Family and the Atlanta Athletic Club for their participation in this endeavor.

#### **STORY IDEAS:**

- Take a tour of the exhibit and give fans/readers an inside look at the tribute to Arnold Palmer
- Take fans on a visual history of the 1963 Ryder Cup, include photos of the display items in the exhibit

### **A Visit to Oakland Cemetery – The Final Resting Place of Bobby Jones**

Located about four miles from East Lake Golf Club is Oakland Cemetery, the final resting place of Atlanta hero and golf icon Bobby Jones.

Golf fans from all over the world come to this historical location to pay respects to the game's greatest amateur golfer by leaving golf balls, golf clubs and other memorabilia at Jones' grave. Currently, Oakland Cemetery is working on a big restoration project in which they will be placing different plants surrounding Jones' grave in addition to East Lake Golf Club donating sod to be placed atop and around his grave site.

[Click here](#) to learn more about the Bobby Jones Restoration efforts at Oakland Cemetery.

## **COMPETITION**

### **Reversing the 9s**

With the dramatic finish last season brought to fans by the reversing of the front and back nine holes, East Lake Golf Club announced that it would permanently reverse its nines to coincide with the routing of the TOUR Championship. Last season, the switch provided a more dramatic finishing stretch with more risk/reward opportunities. The new routing created the potential to have more lead changes on the final five holes.

The finishing stretch on the back nine begins with the par-4, 500-plus-yard 14<sup>th</sup> hole that has statistically been the most difficult hole on the course dating back to 2007. From there, players will be faced with a peninsula green at the par-3 15<sup>th</sup> that has traditionally resulted in a wide range of scores from birdie to double bogey.

With slight tweaks to the 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> holes, the final three holes rewarded players for solid play with potential birdie opportunities while also penalizing players for mistakes off the tee and on their approach shots. We can provide statistics, footage and player quotes about how the change has made the tournament more exciting and dramatic for fans, players and TV viewers. Just looking at 2016 as an example where Rory McIlroy eagled No. 16 from the fairway and how the leaders all played the 18<sup>th</sup> hole with different strategies and levels of success.

### **What does this mean for the fan on-site?**

New/best places to watch golf – with the second year of the new routing comes more excitement, so the tournament has identified the best places to watch golf and upgraded the amenities for fans wanting to watch the action.

New this year, there are public, general admission bleachers on all five of the tournament's closing holes. Fans can arrive early and stake out their spot to watch the best players on the PGA TOUR with the season's ultimate prize, the FedExCup on the line.

The 14<sup>th</sup> and 18<sup>th</sup> greens host a shaded bleacher courtesy of MD Anderson (more info below).

### **FedExCup Playoffs**

Earlier this year, the PGA TOUR and FedEx Corp. announced a long-term extension of the shipping giant's sponsorship of the FedExCup season-long competition on the PGA TOUR.

Over the past decade, beyond defining the season champion, the FedExCup has made every tournament more meaningful through the season-long points competition and has created a consistent platform for media partners to tell the PGA TOUR story. The FedExCup Playoffs give fans the opportunity to see golf's greatest players compete at the highest level in four high-profile events, culminating with the crowning of the FedExCup Champion.

As part of the sponsorship renewal, FedEx has committed \$1 million in annual donations to benefit non-profit organizations. The donations align with FedEx Cares, a global giving initiative, in which FedEx is investing \$200 million in over 200 global communities by 2020 to create opportunities and deliver solutions for people around the world.

## **HOSPITALITY**

### **The ULTRA Club**

Located with views of the 13<sup>th</sup> and 16<sup>th</sup> greens as well as the 14<sup>th</sup> and 17<sup>th</sup> tee boxes, the ULTRA Club is a shared upgraded ticket venue. Think of your favorite sports bar, then upgrade the atmosphere and interior and put it on one of the best spectator locations on the golf course and you have the ULTRA Club.

### **First Data Executive Club**

This TRIPLE decker hospitality venue will be the premier place to be. Located directly adjacent to the peninsula green of the long par-3 15<sup>th</sup> hole, the First Data Executive Club will be a massive structure and an incredible place for upgraded ticket holders to catch the drama of a difficult 15<sup>th</sup> hole and then see players tee off on the 16<sup>th</sup>.

Additional hospitality venues are available along the 17<sup>th</sup> and 18<sup>th</sup> holes as well.

#### **STORY IDEAS:**

- Enjoy the day as a fan and take a tour of all the hospitality venues for the upgraded ticket holders

## **ULTIMATE ENTERTAINMENT GUIDE**

We can help provide your readers/viewers with a one-stop guide of everything to do at the TOUR Championship, from where to get the best food, best shade, best drinks, deals and more.

Your guidebook could include (our staff can offer suggestions/info on each):

- Best places to cool off

- Where to be seen
- Where to see the golfers
- Best places to eat – Universal Joint, Fox Bros, Steinbeck’s, Henri’s Bakery, Big Tex, Ceviche Taqueria
- Best place to take a selfie
- Best place to charge your phone
- Best places to see some animals
- Best places to take a walk
- Best beverage deals
- Best food deals
- Best merchandise
- Best holes to see...(birdies, bogeys, long putts, etc.)
- What NOT to bring
- Where and how to use your cell phone
- Best place/best strategy for getting players’ autographs

[Click here](#) to see more from the Ultimate Fan Guide.

#### STORY IDEAS:

- Tour the course and produce segments on each bullet
- Have fans conduct their own survey
- Provide your own visual Ultimate Entertainment Guide for your viewers or readers

## FAN ENHANCEMENTS

### It’s never been better to be a fan at the TOUR Championship

Tournament officials have announced a number of continued improvements to the fan experience at East Lake Golf Club this year. From food, to drinks to interactive displays, fans will find more for their ticket purchase than ever before. It’s never been better to have a ticket to a sporting event.

### SO Cool Zone/Short Range

Introduced in 2014, the SO Cool Zone, located near the 14<sup>th</sup> green, 15<sup>th</sup> green and 16<sup>th</sup> tee, has become THE hangout for fans to slip away from the action. The improved SO Cool Zone in 2017 will feature fantastic local food options from Atlanta restaurants in the shaded seating areas, big screen video boards featuring the live telecast and much more as noted below.

**The SO Cool Zone is sponsored by Southern Company**, a leading U.S. producer of clean, safe, reliable and affordable energy. Southern Company brands are known for energy innovation, excellent customer service, high reliability and retail electric prices that are below the national average. The Southern Company SO Cool Zone is back for 2017 and will feature the “Energy Reimagined” tiny house exhibit. The tiny house will showcase the latest smart energy technologies, complete with an all-electric BMW i8 and home charging station in the driveway. The house also features outdoor living space with natural gas products, representing Southern Company’s subsidiary, Southern Company Gas. SO Cool Zone guests can relax and recharge their phones at Southern Company’s charging stations free of charge. Want to share your SO Cool moments socially? Be on the lookout for Snapchat filters highlighting the Payne Stewart Award and the SO Cool Zone, which will be geo-targeted to the East Lake Golf Club property.

Take a stroll through the SO Cool Zone, where shade sails and misters will keep guests cool. Southern Company will showcase the Payne Stewart Award. Created on the values of character, charity and sportsmanship, the Payne Stewart Award will be available for photo opportunities throughout the tournament. While you’re in the SO Cool Zone, stop in

the Southern Company seating area and watch the action on the big screen while relaxing with friends on comfortable lounge furniture and get a charge on your cell phone at the charging station.

## Fox Bros. Bar-B-Q and Universal Joint

Located in the SO Cool Zone, the Fox Bros. Bar-B-Q and Universal Joint will feature local food favorites and a little local flare will be added to the concession options at this year's event.

- **Fox Bros. Bar-B-Q** is an award-winning barbecue restaurant located just south of Little Five Points in Atlanta. Fox Bros. Bar-B-Q cooks their meat low and slow. Known for their renowned beef brisket, the Fox brothers have brought a bit of their Texan roots to Atlanta. Although the meat stands on its own, the Fox brothers developed a sauce that mixes the flavors of Texas with the heat of the South. Their "Sweet with Heat" sauce is tomato-based with a hefty splash of vinegar and southern sweetness, with a subtle blast of Texas heat. For more info, visit <http://www.foxbrosbbq.com>.

### Fox Bros. Bar-B-Q tournament menu at the SO Cool Zone -

- Main
    - Big Tex Sandwich
    - Pulled Pork Sandwich
    - Smoked Chicken Salad Sandwich
    - Pimento Cheese Sandwich
    - Frito Pie
  - Sides
    - Potato Salad
    - Slaw
    - Chips
- **Universal Joint**, located just minutes from East Lake Golf Club at the corner of East Lake Drive and Oakview Road, offers good beer and great food with a friendly neighborhood atmosphere and an easygoing bar scene. Menu items will include smoked wings, tacos and brisket nachos. For more information, please visit <http://www.ujointbar.com/>

### Universal Joint tournament menu –

- Universal Joint Chicken Nachos
- Spicy Chicken Egg Rolls
- Tater tots and queso
- Universal Joint Philly
- Turkey Pita Club
- Steak Tacos
- Chicken Tacos

## Peachtree Porch

New this year, the Peachtree Porch provides a new location to watch the action unfold and additional concession options featuring three new local restaurant partners complete with a viewing platform overlooking the 8<sup>th</sup> green and 9<sup>th</sup> tee. The Peachtree Porch will be home to local favorites: Steinbeck's, Big Tex and Ceviche Taqueria.

- **Steinbeck's** is home to one of the 20 best burgers in Atlanta according Atlanta Magazine. The restaurant boasts a laidback, old-school vibe while serving creative pub fare and unique beers. Menu items include a burger, chicken sandwich, spicy Chengdu noodles and umami fries. For more information, please visit [steinbecksbar.com](http://steinbecksbar.com)

### Steinbeck's tournament menu at the Peachtree Porch -

- The Tower of Power (Burger)
    - *Two Angus beef patties, American cheese, bacon, lettuce, tomato, onion and Million Island dressing*
  - The Darwin (Fried Chicken Sandwich)
    - *Crispy Springer Mountain chicken, Vietnamese brussels sprouts and roasted jalapeño mayo*
  - Spicy Chengdu Noodles
    - *Local Lo Mein noodles served chilled, chili sauce, scallions and toasted sesame (soy shrimp optional)*
  - Umami Fries
    - *Crispy fries, Pine Street bacon, scallions, Sriracha mayo and savory seasoning*
- **Big Tex** is a restaurant that serves Texas-style Southern and Southwestern fare, along with fun spins on classic American bar food. Big Tex's relaxed, yet up-beat atmosphere puts friendliness first, following through with cold beer, great cocktails and a lively staff to make sure customers are kept happy. For more information, please visit [bigtex30030.com](http://bigtex30030.com)

### Big Tex tournament menu at the Peachtree Porch -

- Parker's Chicken Sandwich
    - *House-smoked chicken, Parker's pickles, Alabama white BBQ sauce on a potato bun and served with your choice of side: jalapeño slaw or chips.*
- **Ceviche Taqueria** is not your typical Mexican spot. This local taqueria and tequila bar offers true authentic Mexican food with a twist, a variety of tequila and an awesome atmosphere. For more information, please visit [cevichetaqueria.com](http://cevichetaqueria.com).

### Ceviche Taqueria tournament menu at the Peachtree Porch -

- Tropical Tuna Ceviche
- Traditional Mahi Ceviche
- Beef and chicken tacos

## Henri's Bakery

Henri's Bakery & Cafe Lounge is another fantastic to indulge in the food offerings at the TOUR Championship. Located on the 1<sup>st</sup> tee, Henri's Bakery & Cafe has been an Atlanta culinary institution since 1929 and is known for cookies, croissants, pastries and deli sandwiches. The renowned bakery will be serving Shamrock Cookies exclusively for tournament week in a nod to Jones and his connection to East Lake. In addition to the shortbread delicacies, Henri's will be serving some of its famous sandwiches. For more information, please visit [henrisbakery.com](http://henrisbakery.com).

### Henri's Bakery & Café tournament menu at the 1<sup>st</sup> tee concession -

- Turkey Po'boy
- Roast Beef Po'boy
- Turkey Sandwich on White
- Ham & Cheese Sandwich on White
- Signature Shamrock Cookies

## The Deck

Come redeem your voucher to pick up your Jordan Spieth bobblehead and stay for the spectacular views of the Practice Range and the historic East Lake Clubhouse. Located near the 16<sup>th</sup> tee, The Deck will offer spectators a new perspective as the world's best players warm up prior to their tee time. A covered patio built overlooking the pond will feature a GREY GOOSE Bar along with a large concessions area and outdoor seating. Additionally, The Deck will be one of the two locations that features the Coca-Cola Freestyle Machine, where fans can purchase their collectable cup with free refills.

## The GREY GOOSE 19<sup>th</sup> Hole Lounge

Sure to be popular among the thirsty crowd, the GREY GOOSE 19<sup>th</sup> Hole Lounge is positioned with views of the 12<sup>th</sup> green, the 18<sup>th</sup> tee and the 17<sup>th</sup> green and will be open to all spectators, ages 21 and over, with some of the best views on the course as well as the best atmosphere. No matter the time of day, the GREY GOOSE 19<sup>th</sup> Hole Lounge has something for you. Who doesn't appreciate a Bloody Mary in the morning? Later in the day, enjoy the GREY GOOSE 19<sup>th</sup> Hole Lounge signature cocktail, while lounging on their comfortable soft seating.

The signature GREY GOOSE cocktail of this year's TOUR Championship is "The Shamrock." Hand crafted in a nod to Bobby Jones' famed legacy, The Shamrock blends fresh limeade and lemon-lime soda with GREY GOOSE Cherry Noir for a light and refreshing cocktail.

A signature cocktail like The Shamrock, with such carefully chose ingredients to maximize flavor (listed below), deserves to be served in an equally grand cup and fans can enjoy it that way with a new souvenir 'Shamrock' cup.

The Shamrock signature cocktail for the TOUR Championship contains:

- 1 ½ parts GREY GOOSE® Cherry Noir
- 2 parts limeade
- Splash of cherry lemon lime soda
- Garnish with lime and cherry

## William Hill Estate Wine Lounge

With a great location on the 16<sup>th</sup> green, and open to everyone 21 and older, fans can relax and enjoy a glass of wine while watching the best players from around the globe compete on one of the most exciting holes at East Lake Golf Club.

## Michelob ULTRA Beer Garden

The Michelob ULTRA Lounge is another fantastic place to hang out with just a general admission ticket if you're over 21. Located between the 12<sup>th</sup> and 18<sup>th</sup> fairways, the Michelob ULTRA 19<sup>th</sup> Hole is a high-end, 40-foot beer garden featuring plasma screens for following the action out on the course while taking a break.

### STORY IDEAS:

- Come out to the course early in tournament week and we'll take you on a tour of the new food and drink options available to fans
- Feature a dish from any of the food partners and pair with a glass of wine
- Talk with officials from William Hill Estate about the different wines available and pairing options
- Tour the new Peachtree Porch and give food and drink recommendations to fans
- Meet with a GREY GOOSE mixologist, get a step-by-step process of how to make the signature cocktail and what food options are best to pair with it



## **The Georgia Aquarium Experience**

As part of a cross-promotional partnership between the Georgia Aquarium and the TOUR Championship, fans will get to see and interact with some of the animals that can be found within the Southern Company River Scout Exhibit at the Georgia Aquarium. Animals expected to make an appearance include the baby alligators, box turtles and more.

While many Georgia fans hope they don't see a return of the Gator Chomp on the 18<sup>th</sup> green like 2014 when UF grad Billy Horschel celebrated his win, the baby gators are a must-see at the Georgia Aquarium Experience at the TOUR Championship.

### **STORY IDEAS:**

- With advance notice we can work to get media connected with the Aquarium for live interviews, photo shoots and social media activity.
- Do a story on the unique cross-promotional partnership between the two organizations.

## **Verizon Putting Experience supported by PGA TOUR Superstore**

One thing that always happens to fans when they are at a golf tournament...They want to play golf too!!! With the Verizon Putting Experience supported by PGA TOUR Superstore – a custom, 3-hole course on East Lake Golf Club, fans will have that chance.

The TOUR Championship in partnership with Verizon, the PGA TOUR Superstore, the Georgia State Golf Association and East Lake Golf Club are proud to allow a limited number of spectators each day to enjoy a putting experience on the practice green located within the SO Cool Zone.

At the TOUR Championship, spectators will be able to challenge themselves on an actual East Lake green running at championship speed. A limited number of guests each day will be able to meet with a PGA TOUR Superstore Certified Expert to select their equipment before being escorted through the putting experience by GSGA team members.

Please see schedule below: Putting Experience is open to spectators each day with equipment provided by the PGA TOUR Superstore

### Schedule:

Wednesday: 11 a.m. – 2:30 p.m.  
Thursday: 1 – 4:30 p.m.  
Friday: 1 – 4:30 p.m.  
Saturday: 1 – 4:30 p.m.  
Sunday: 1 – 4:30 p.m.

## **MD Anderson Fan Bleachers**

The Fan Bleachers presented by MD Anderson Cancer Center provide excellent shaded viewing for fans at the 15<sup>th</sup> and 18<sup>th</sup> greens with views of multiple holes over the final stretch on the new back nine of the entire 2016-17 PGA TOUR season.

The University of Texas MD Anderson Cancer Center, through a newly announced relationship with the PGA TOUR, is expanding its efforts to reduce cancer risk among the golf community and the general public through educational efforts. As the Official Cancer Center of the PGA TOUR, MD Anderson will initially focus on sun safety and sharing cancer prevention messages through TV, online and print media, as well as on-site activations at several tournaments this year. Over the next two years, this relationship will reach millions of people, and public messaging will expand to include education on cancers caused by smoking and tobacco use.

- Skin Cancer Screenings - MD Anderson will provide skin cancer screenings to spectators at the TOUR Championship on a first-come, first-served basis. They will be conducted in a convenient, private area of the SO Cool Zone between 12-4 p.m. Friday, Sept. 22 and 10 a.m.-2p.m. Saturday, Sept. 23.
- Shaded Seating Areas - MD Anderson will sponsor shaded bleacher(s) located in prime viewing locations on course. Their objective is to allow general spectators the ability to seek respite from the sun and enjoy the competition from a comfortable, shaded area.
- Strike Through Cancer Wall - This 30-foot wall will again be the backbone of MD Anderson's activation. It will be located near the Fan Zone and No. 16 tee and fans will be encouraged to sign their name or write a message of tribute in support of a loved one fighting against cancer.
- Expo - MD Anderson will also have an expo area in these markets. The build out features messaging about sun safety and cancer education. Branded SPF lip balm, sunscreen, sunglasses and other items will be provided in each market.
- Complimentary Sunscreen - MD Anderson will provide complimentary sunscreen to fans with 50 sunscreen stations around the course and shaded public seating.

#### STORY IDEAS:

- Do a skin cancer screening and meet with MD Anderson staff members to talk about skin cancer preventions and screenings
- Take a tour of the new bleachers at 18 and talk with fans about their reviews of the improvements

### The Power of the Grounds Ticket

Where else can you get *thisclose* to the world's best golfers with a \$25 ticket and still have free access to great amenities like the GREY GOOSE 19<sup>th</sup> Hole Lounge, the William Hill Wine Lounge, Michelob Ultra build-a-bar, the SO Cool Zone, see animals from the Georgia Aquarium and enjoy upgraded menus like Fox Bros. Bar-B-Q and more?

Did we mention that youth 18 and younger get in free with a ticketed adult? Compared to an NFL, MLB or NBA ticket, there's no better way to enjoy the up-close view of world-class athletes and all of the free amenities in this price range.

#### STORY IDEAS:

- Interview a family that took advantage of the free youth policy and the new amenities on-site like the Georgia Aquarium Experience
- Utilize an infographic that showcases all of the free amenities with a \$25 grounds pass
- Do a venue preview of all the free venues so you can show your viewers and readers an inside look before they get to the course

## The TOUR Championship and SOCIAL MEDIA

The TOUR Championship is utilizing Facebook, Twitter and Instagram to connect with its fans in more ways than ever before. As part of the "social" experience, there are a number of initiatives that will keep fans active:

### Social Media In-The-Know

Be the first to follow the latest tournament updates on Facebook, Twitter and Instagram. Be able to interact before, during and after the event. Join in with your social commentary and post about your ultimate fan experience. New this year, fans are encouraged to capture content video, audio and photos (content) in all areas throughout tournament week. Be on the lookout for Snapchat filters to use throughout the tournament, including a TOUR Championship filter and East Lake Golf Club filter.

#### TOUR Championship's Social Media Channels:

- Instagram: [@PlayoffFinale](#)
- Facebook: [Facebook.com/PlayoffFinale](https://www.facebook.com/PlayoffFinale)

- Twitter: [@PlayoffFinale](#)

## PGA TOUR App

Experience the PGA TOUR like never before on your mobile device with the official PGA TOUR App! Redesigned from the ground up with great new features and functionality, enjoy an enhanced spectator experience while on-site at the TOUR Championship at East Lake Golf Club.

New this year, fans attending the TOUR Championship will now be able to buy and manage digital tickets, make purchases from retail/concessions while on site and receive messages all through the PGA TOUR App as they move around the property. Fans looking to leverage these features as well as track players and friends via the app's live-map, will need to enable Location Services as well as Push Notifications.

## Servpro Selfie Mirror

Stop by the #SERVPROSelfie Mirror in the SO Cool Zone and take a #SERVPROSelfie on the iconic 15<sup>th</sup> hole at East Lake Golf Club.

### STORY IDEAS:

- Discuss unique social media contests or initiatives, and tell audiences how they can get a jump on them.
- Find out how social media can provide you with unique, behind-the-scenes tournament access.
- Connect with Vince Shannon, digital content manager, on how social media and digital content are used to connect with fans at the tournament.

## PGA TOUR LIVE

PGA TOUR LIVE is the TOUR's first-ever, Over-The-Top subscription service that was unveiled on July 30, 2015. Fans can download from the App Store or Google Play. In addition to its exclusive live coverage of golf's biggest stars at more than 30 tournaments during the 2016-17 PGA TOUR season, including the entire FedExCup Playoffs, PGA TOUR LIVE features integrated statistics, round replays, simulcasts of CBS weekend coverage, and access to PGA TOUR archive videos.

PGA TOUR LIVE was developed in partnership with BAMTech, MLBAM's technology arm. PGA TOUR LIVE priced at \$5.99 per month or \$39.99 for the entire year is available on iPhone, iPad, Apple TV, Android smartphones and tablets or any computers via PGATOURLIVE.com. For more information visit PGATOURLIVE.com.

In January 2017, the TOUR announced that Twitter will be the exclusive global platform to distribute, on a free basis, more than 70 hours of PGA TOUR LIVE competition across 31 tournaments through the 2016-17 season.

## Atlanta Celebrates the TOUR Championship Monday Night with Ludacris

**WHAT:** Atlanta Celebrates the TOUR Championship, the official kick-off to TOUR Championship festivities, is back for the third consecutive year. Taking place on Monday, Sept. 18, the night celebrates the top 30 players coming to Atlanta to compete for the FedExCup.

Some of the most prominent names in golf including 7-time PGA TOUR winner and Georgia Tech standout **Matt Kuchar** along with four other PGA TOUR stars who are in the field for the season-ending TOUR Championship will be on hand to celebrate the playoff finale's return to the city. Guests will also enjoy live entertainment from Atlanta hometown favorite, Ludacris.

The Atlanta sports community is also embracing the TOUR Championship. Appearances include Atlanta Falcons players **Josh Harris** and **Matt Bryant**. Atlanta Hawks players **Kent Bazemore** and **Mike Muscala** along with Atlanta Hawks head

coach **Mike Budenholzer**.

V103 Morning Show host, Ryan Cameron will serve as the evening's emcee.

The celebration is hosted by the Atlanta Convention & Visitors Bureau (ACVB), Atlanta Sports Council, Atlanta Business Chronicle and is presented with the support of Southern Company and Coca-Cola. All proceeds benefit the East Lake Foundation.

**WHEN:** Monday, September 18, 2017  
Media Check-In: 6:30 p.m.  
Red Carpet Interviews: 7 – 8 p.m.  
Program Start Time: 8 p.m.

**WHERE:** College Football Hall of Fame  
250 Marietta Street | Atlanta, Georgia

**MEDIA CONTACT:** For media credentials as well as interview requests with the PGA TOUR Players, contact:  
Lauren Dalrymple  
lauren@cooperholdingscorp.com  
678-213-5423 (direct),  
770-312-6647 (cell)

For more information and tickets visit: [www.atltourchamp.com](http://www.atltourchamp.com).

## Verizon GSGA Junior Skills Challenge

**Date:** Sunday, September 24, 2017  
**Time:** Competition to start at 9 a.m., trophy presentation from 11-11:15 a.m.  
**Location:** East Lake Golf Club - SO Cool Zone - between 14<sup>th</sup> green, 15<sup>th</sup> green and 16<sup>th</sup> tee

Ten finalists from each age group, boys and girls, are scheduled to compete in the Verizon GSGA Junior Skills Challenge on Sunday at East Lake Golf Club prior to the final round of the TOUR Championship. The finalists will compete in a short game skills challenge to include chipping, pitching and putting. The event will be held on the East Lake practice putting green located in the SO Cool Zone.

Top three finishers from each division will be recognized during an awards presentation post event, from approximately 11-11:15 a.m. The first tee time for the TOUR Championship is approximately 11:40 a.m.

In addition, a check donation in the amount of \$5,000 will be made to the GSGA on behalf of Verizon and their outstanding support of junior golf in Georgia.

### STORY IDEAS:

- Profile a number of the youth contestants as they prepare to be showcased in advance of the final round of the TOUR Championship.

## FedEx Junior Business Challenge Finals

**Date:** Wednesday, September 20, 2017

Time: 1 – 3 p.m.

Location: East Lake Golf Club – FedEx Hospitality – located on the 18<sup>th</sup> green

FedEx Junior Business Challenge is a program led by FedEx in conjunction with JA Worldwide and the PGA TOUR to help empower the next generation of entrepreneurs across the country. Qualify events were held at designated PGA TOUR stops earlier this season.

At the FedEx Junior Business Challenge Finals, the five JA student companies will pitch their businesses to a panel of judges for a chance to earn a \$75,000 donation from FedEx to further support youth entrepreneurship.

Two-time Super Bowl Champion and former Georgia Bulldog, Hines Ward will be one of the judges on the panel as well as Patrick Reed, seven-time PGA TOUR tournament winner and Augusta State alum.

**STORY IDEAS:**

- Profile all five of the youth contestants as they prepare to pitch their businesses to the panel at the TOUR Championship

## COMMUNITY EVENTS

### Payne Stewart Award Winner Announcement & Payne Stewart Award Ceremony

The Payne Stewart Award is presented annually to a player sharing Stewart’s respect for the traditions of the game, his commitment to the values of character, charity, and sportsmanship.

The Payne Stewart Award honors the memory of Payne Stewart, an 11-time winner on the PGA TOUR and World Golf Hall of Fame member who died tragically in a plane crash the week of the TOUR Championship in 1999. Southern Company, the “Official Energy Company of the PGA TOUR and the Champions Tour,” was the TOUR Championship sponsor the year of Stewart’s passing.

Stewart Cink has been named as the recipient of the 2017 Payne Stewart Award presented by Southern Company. Stewart, who lives in the Atlanta area is a graduate of Georgia Tech, will be honored on Tuesday, September 19, at the Payne Stewart Award Ceremony in conjunction with the TOUR Championship. The ceremony will be televised live on Golf Channel as part of a “Golf Central” special from 7-8 p.m. ET.

**STORY IDEAS:**

- Interview Stewart Cink, the 2017 winner of the Payne Stewart Award
- Take a look back at the life and legacy of Payne Stewart and what the award means to those who win it
- Take a look at the charitable recipients and how they benefit from the Payne Stewart Award
- Look back at past winners of the event
- Poll your viewers to see who in the field would get their vote for future Payne Stewart Award

### Executive Women’s Day

Tuesday, September 19

As many of the world’s top PGA TOUR players prepare to showcase their skills at the 2017 TOUR Championship, the tournament will serve as the backdrop for a day-long event designed to inspire professional women during the PGA TOUR Executive Women’s Day on Tuesday, Sept. 19, from 9:30 a.m. – 3:30 p.m. in the clubhouse at East Lake Golf Club in Atlanta, GA. Up to 200 Atlanta-area businesswomen will participate in the event, which will include keynote speaker presentations, panel discussions, networking sessions and a behind-the-scenes tour of the tournament.

Atlanta-based Delta Air Lines will serve as the Title Sponsor of Executive Women’s Day at the TOUR Championship.

The keynote address will be delivered by Dr. Catherine Lewis, Assistant Vice President of Museums, Archives & Rare Books and Professor of History at Kennesaw State University. Dr. Lewis is a noted authority on Bobby Jones, and is a consulting curator for numerous organizations, including the Atlanta History Center, Delta Air Lines, Augusta National Golf Club and the United Way. This past March, she opened “Fair Play: The Bobby Jones Story” the largest exhibit on Jones in the world at the Atlanta History Center.

Dr. Lewis’ will focus her discussion on her career journey providing tactical advice that will empower and motivate our guests – throughout her journey, she will also incorporate some of the historical moments from East Lake Golf Club and how golf has offered her different successes along the way.

Panel discussions will focus on career advancement, leadership, networking and diversity & inclusion – with Monica Pearson, Atlanta broadcast legend, award-winning journalist and current host of The Monica Pearson Show on Kiss 104.1, serving as the moderator. Panelists will include:

- Tori Forbes-Roberts, Vice President of Pricing and Revenue Management – Delta Air Lines
- Deborah Guerra, Senior Vice President and Head of SMB Direct – First Data
- Nancy Sykes, Executive Vice President and Chief Human Resources Officer – Southern Company
- Libby Wanamaker, Senior Vice President Human Resources – Coca-Cola North America

More than 10,000 female executives have participated in Executive Women’s Day events since the program’s inception in 2013. A complete list of 2017 events can be found on the PGA TOUR Executive Women’s Day website at [www.executivewomensday.com](http://www.executivewomensday.com). Media are invited to interview speakers and attendees.

#### STORY IDEAS:

- Have a female media member from your outlet join as a participant in the day
- Interview keynote speakers, Delta representatives and PGA TOUR staff as to why this initiative has been so successful
- We can also help to coordinate interviews with local businesses that have been coming to the event for years to interview them about why they do so, and the importance of networking with fellow female leaders in the community

### **TOUR Championship Community Day**

Wednesday, September 20, 8 a.m.-6:30 p.m.

Community Day at the TOUR Championship will take place on Wednesday, September 20. The event is comprised of a series of engaging activities for the youth of Atlanta, military personnel and golf fans of all ages.

Community will include the **MD Anderson Cancer Center Sun and Skills Youth Clinic**, where junior golfers receive golf, sun safety education from Randy Jones, PGA professional, MD Anderson patient and melanoma survivor and Mark Rolfing, NBA/Golf Channel analyst, MD Anderson patient and cancer survivor.

**WHAT:** The University of Texas MD Anderson Cancer Center will host an interactive and educational youth golf and sun safety clinic for students from East Lake Foundation’s Drew Charter School, The First Tee of Atlanta and The First Tee of East Lake as part of the TOUR Championship’s Community Day, Sept. 20. Participants will enjoy an hour-long clinic led by PGA professional and melanoma survivor Randy Jones, with special guest Mark Rolfing, NBC/Golf Channel analyst and MD Anderson patient and cancer survivor.

The program will consist of golf instruction and interactive games and drills, with both Randy Jones and Mark Roling placing special emphasis on sun safety and skin cancer education.

More than 100 children are expected to attend the third annual event.

**INTERVIEWS:** ~Randy Jones, PGA Professional, MD Anderson patient and melanoma survivor  
~Mark Roling, NBC/Golf Channel analyst, MD Anderson patient and cancer survivor  
~Clinic participants and their parents  
~Representatives of The First Tee and East Lake Foundation

**WHEN:** Wednesday, Sept. 20  
4-5 p.m.

**WHERE:** East Lake Golf Club – Driving Range  
2584 Alston Dr. SE  
Atlanta, GA 30317

**VISUALS:** ~ Instruction by Randy Jones  
~ Interactive golf exercises with volunteers from the group  
~ Kids applying sunscreen

**MORE:** As the official cancer center of the PGA TOUR, MD Anderson hosts events at selected tournaments to educate the golf community on ways to reduce cancer risk. For more information about MD Anderson, visit: [www.MakingCancerHistory.com/PGATOUR](http://www.MakingCancerHistory.com/PGATOUR).

### **College Football Salute – Saturday, September 23**

Fans attending this year's TOUR Championship will have the opportunity to have a tailgating atmosphere while attending the finale of the PGA TOUR season, college football-style. The **Chick-fil-A Peach Bowl College Corner** will once again return to East Lake Golf Club for the **TOUR Championship**, bringing a unique college-football-like atmosphere to the 9<sup>th</sup> green as the PGA TOUR's top 30 golfers compete in the season-ending event for the coveted FedExCup.

Tickets to the exclusive experience are currently available for the dates of September 22-24, and proceeds will benefit Children's Healthcare of Atlanta (CHOA), one of the Chick-fil-A Peach Bowl's longest-standing charitable partnerships. Last year's Chick-fil-A Peach Bowl College Corner saw more than \$32,000 directly contributed to CHOA. After this year's event, all-time Chick-fil-A Peach Bowl donations to CHOA are projected to surpass \$650,000.

In this exclusive hospitality area, guests will enjoy an open-air, covered patio with extended outdoor patio seating overlooking the par-3, 9<sup>th</sup> green, with additional views across the lake to the 8<sup>th</sup> green. A complimentary tailgate-style buffet lunch with beer, wine, soft drinks and water is also included. College football and NFL football will be available for viewing on Saturday and Sunday, respectively.

Fans interested in purchasing Friday, Saturday or Sunday tickets for the 2017 Chick-fil-A Peach Bowl College Corner at the TOUR Championship are encouraged to visit <http://www.chick-fil-apeachbowl.com/collegecorner/>.

#### **STORY IDEAS:**

- Quiz the golfers on their favorite college football players, memories of college football games from their time in school, starting rosters for this year's team and more
- We have video from Horschel's gator chomp at the 2014 event to share for promotion of this story
- We also have video of Horschel at the college football HOF here in Atlanta

## More College Football Please!

The College Corner isn't the only way that the TOUR Championship is mixing it up with the gridiron. More than 1,200 guests will attend a red-carpet evening showcasing the FedExCup, the TOUR Championship trophy and the Payne Stewart award at the College Football Hall of Fame in downtown Atlanta. The evening will include a video introduction of the 30 players in the TOUR Championship field with a number of players in attendance followed by a concert with Ludacris. Admission is only \$15 with VIP opportunities as well. All ticket proceeds will go to the East Lake Foundation.

## Autograph Hunting

These days, there is a definite modus operandi to getting your favorite player's signature on whatever item it may be – tournament program, ticket, golf ball, your shirt, etc. What's the best way to accomplish the feat?

The best place to get an autograph at the TOUR Championship is behind the 18<sup>th</sup> green as the players finish their round Thursday-Sunday. Most players who finish their round will walk the fence-line signing autographs on their way back to the clubhouse.

### STORY IDEAS:

- Search out the best places to get autographs and share those with your readers/viewers.
- Team up with a youngster and set out on mission to see how many autographs you can get
- Follow a group of energetic young fans around the course to find out their different strategies - What works and what doesn't
- Follow one particular kid and challenge him/her to hunt down autographs from the biggest names, like Rory McIlroy, Rickie Fowler, Jordan Spieth or Jim Furyk
- Find out from players the strangest thing they've ever been asked to sign
- Even professional golfers are fans - Who have the players in the field sought out for an autograph?

## CHARITY

### The East Lake Foundation

Turning the Impossible into the I'm Possible

Everyone deserves a chance to succeed, which is why the East Lake Foundation provides tools for Atlanta's East Lake and Kirkwood residents to build brighter futures through high-quality education, mixed-income housing and community wellness.

Over the last decade, more than \$20 million in proceeds from the TOUR Championship have been donated to the Atlanta community, including last year's contribution of more than \$2 million to East Lake Foundation.

Founded in 1995, the East Lake Foundation was formed to revitalize a suffering inner city neighborhood into a vibrant community where all residents can thrive. The East Lake revitalization includes, The Villages of East Lake apartment homes; Charles R. Drew Charter School, serving more than 1,800 children age 3 through grade 12; the East Lake Family YMCA; Sheltering Arms East Lake, the 9-hole public Charlie Yates Golf Course, East Lake Golf Club and Publix.

While the buildings of East Lake are beautiful, it's what's happening inside them that is truly impressive. By creating and funding employment, educational and wellness programs, the Foundation helps families in East Lake break the intergenerational cycle of poverty.

Hope is building in East Lake. Violent crime has been cut 97 percent since 1995, while school test scores and property



values have surged. This year, 100% of Drew Charter School's inaugural senior class graduated and was accepted to college. East Lake has become a community where every child - and every family - has a chance to succeed.

Thanks to generous, visionary donors, the East Lake Foundation continues to deliver the tools families need. Supporters create hope today and build success for future generations.

The success of the East Lake initiative has served as a blueprint for a national model of holistic community redevelopment through Purpose Built Communities, established in 2009. Today, there are 17 additional Purpose Built Communities across the country that are successfully creating opportunities for residents, and building strong, economically diverse communities that thrive.

### **Charles R. Drew Charter School**

Drew Charter School is the core of the "cradle-to-college education pipeline" and is an essential element of a neighborhood revitalization strategy, led by the East Lake Foundation. The East Lake Foundation was established in 1995 to help transform the neighborhood and create new opportunities for the families who live there.

Since opening its doors to students in August 2000, Drew Charter School has created a community of teachers, staff, students, families and volunteers focused on high achievement and character development. Drew's teaching approach is based on the belief that every child has gifts and talents that must be discovered and nurtured. All students are consistently encouraged to strive to do their best as they grow intellectually, physically, socially and emotionally.

In 2010, Drew launched an innovative academic model known as STEAM (Science, Technology, Engineering, Arts and Mathematics); this forward-thinking curriculum coupled with Project-Based Learning, with its strong focus on literacy, creativity and innovation, prepares Drew students to compete with top students locally, regionally and nationally.

Drew has a proven track record of academic success among students. When the school opened in 2000, Drew ranked last in the Atlanta Public Schools. Now, Drew students continue to perform at the highest levels across all subjects and grades. Drew students were the top ranked in Atlanta Public Schools in the following grades and subjects: 8<sup>th</sup> Grade Math, 5<sup>th</sup> Grade Social Studies, 8<sup>th</sup> Grade Science and 11<sup>th</sup> Grade American Literature. It continues to be recognized by the Georgia Department of Education and Atlanta Public Schools for its innovative and successful academic model, and has been recognized as a Reward School for Highest Achievement, among the top 5 percent of the State's Title I schools.

### **Completing the Cradle-to-College Pipeline – Drew's First Graduating Class**

Earlier this year, Drew Charter School graduated its inaugural senior class, fulfilling the cradle-to-college pipeline in the East Lake community. The Class of 2017 includes scholars, athletes, engineers, musicians and artists, all of whom have bright futures post high school.

- 82 Seniors
- 100% of the seniors graduated on time
- 100% were accepted into college
- \$5 million in scholarships and aid were awarded
- 98% of the seniors were African-American
- 43% of the seniors will be the first in their family to attend college

This incredibly special senior class, the Legacy Class, will provide the rest of Drew's student body with an outstanding example to follow for years to come.

### **East Lake Success Stories**

Jeffrey Martin: Jeffrey was a member of Drew's 8<sup>th</sup> Grade Class of 2005. He is a graduate of the Wharton School at the University of Pennsylvania and a Teach for America participant. In September 2015, Martin established honorCode, a company that provides training to schools to incorporate web development into the K-12 classroom. Starting this fall, honorCode will partner with Drew Charter School providing direct instruction to teachers through professional

development and direct instruction to students in K-12 classrooms and through an after-school pilot program in high school.

Kelly Willis: Kelly graduated from Drew Charter School and was involved with The First Tee of East Lake while in high school. She volunteered with The First Tee of East Lake all three summers during her college years. She graduated from Benedict College in May 2015 and will pursue Sports Management.

Sarai Dobbs: Sarai is currently a Drew Charter School student and will hit the Hope Shot at this year's TOUR Championship. She is a proud member of The First Tee® of East lake and Drew golf team. Her brother, Solomon, won last year's honor to hit the ceremonial tee shot.

### **Purpose-Built Communities – How the Miracle at East Lake Spread Across the Country**

The revitalization started by the East Lake Foundation in 1995 created a national model for transforming struggling neighborhoods. In 2009, Warren Buffett and Julian Robertson joined Tom Cousins in founding Purpose Built Communities, a nonprofit that helps local leaders implement a holistic model of neighborhood transformation based on the success of East Lake to break the cycle of inter-generational poverty.

The Purpose-Built Communities Model relies on three pillars: mixed-income housing, a cradle-to-college education pipeline and community wellness programs and facilities in a defined neighborhood led by a local “community quarterback” organization. Purpose Built Communities, whose staff is comprised of professionals with decades of experience and is led by former Atlanta Mayor Shirley Franklin, provides its services free of charge and now supports initiatives similar to East Lake in 17 cities across the country.

Video highlights are available for several Purpose-Built Communities, including New Orleans (LA), Birmingham (AL), Columbus (OH), Houston (TX), Orlando (FL) and Spartanburg (SC).

### **Payne Stewart Award Winner – Stewart Cink**

Cink is extremely dedicated to helping those in Atlanta. As a member at East Lake Golf club, Cink is one of the leaders in the community when it comes to supporting the East Lake Foundation – one of the two primary beneficiaries of the TOUR Championship, along with The First Tee of East Lake. The East Lake Foundation provides the tools for families of The Villages of East Lake and students of Drew Charter School to build a better life for themselves and future generations through cradle-to-college education, mixed-income housing and community wellness.

Alongside fellow PGA TOUR professional Billy Andrade, Cink hosts the annual East Lake Invitational, where celebrities from both the sports and entertainment world all come together to help both continue and promote an amazing philanthropic endeavor. The East Lake Invitational was originally started in 2010 by Andrade and Cink after they found there was a need for additional support for the secondary education facility, the Drew Charter School Senior Academy, being constructed at the time to help complete the cradle-to-college vision and mission in East lake.

### **STORY IDEAS:**

- Connect representatives from the East Lake Foundation and/or Purpose-Built Communities, as well as, highlight success stories from the programs
- Visit the Charles R. Drew Charter School to see first-hand what amazing things are being accomplished
- Interview a student at Drew Charter School or participant of The First Tee® of East Lake
- Based on the East Lake Foundation model, Bayou Oaks in New Orleans is the second Purpose Built Community to feature golf as part of its redevelopment with golf operations helping to support community programs

## **Military Appreciation**

The TOUR Championship is proud to support our military by hosting a variety of military appreciation activities throughout tournament week as part of *Birdies for the Brave*®, a national military outreach initiative proudly supported

by the PGA TOUR which is dedicated to honoring and showing appreciation to the courageous men and women of our U.S. Armed Forces and their families.

As part of *Birdies for the Brave*, the TOUR Championship will provide complimentary admission for all active duty and Reserve military members, military retirees, and their dependents. Discounted admission will also be provided for non-retired veterans and one guest per day. Military members can access their tickets at [birdiesforthebrave.sheerid.com](http://birdiesforthebrave.sheerid.com).

On Wednesday, September 20 at 9:30 a.m., the TOUR Championship will host the Callaway Warrior Club Fitting on the driving range, where two local wounded heroes will be treated to a TOUR-quality club fitting experience and receive their own customized set of Callaway clubs.

On Thursday, September 21 at 10:30 a.m., the tournament will host an opening ceremony on the 1<sup>st</sup> tee box. The ceremony will feature a variety of military pageantry including the singing of the national anthem, presentation of the colors by an honor guard, and other activities honoring military members and their families.

From Thursday, September 21 through Sunday, September 24, all military guests attending the tournament will be invited to enjoy complimentary food and beverages and a relaxing place to view all the tournament action in a military-exclusive hospitality chalet, the *Birdies for the Brave* Patriots' Outpost presented by United Rentals, located near the 9<sup>th</sup> tee box at East Lake Golf Club.

*Birdies for the Brave* ([www.birdiesforthebrave.org](http://www.birdiesforthebrave.org)) is a national military outreach initiative proudly supported by the PGA TOUR. Since 2006, *Birdies for the Brave* has joined with players, sponsors, donors and fans to raise more than \$18 million for 11 military homefront groups that are supported by TOUR players, which provide critical programs and services to meet the specialized needs of wounded service members and military families. The program also includes military appreciation activities and special events for military families during TOUR events.

For ticket information and more information on *Birdies for the Brave* activities taking place during the 2017 TOUR Championship, please visit [www.pgatour.com/ttc](http://www.pgatour.com/ttc).

## Arnie's March – Atlanta

Arnie's March Atlanta is a fundraising walk that will be held at the TOUR Championship at East Lake Golf Club on Tuesday, September 19 from 4:30 – 6:30 p.m. Arnie's March provides an opportunity to recognize and honor cancer fighters, their families, hospital staff and supporters.

The fun event provides participants with opportunities to win prizes for fundraising, completing activities, inviting others and spreading the word across social media channels.

Funds raised stay local to support pediatric cancer care at the Aflac Cancer & Blood Disorders Center. Through the support, its helping to advance innovative research projects aimed at better understanding and treating childhood cancers, as well as provide a myriad of supportive care programs that help make cancer treatment a little bit easier for young patients and their families.

To register for Arnie's March Atlanta, please visit [arniesmarchatlanta.greatfeats.com](http://arniesmarchatlanta.greatfeats.com). There is a \$10 online registration fee. On-site registration begins at 4 p.m. with the march beginning at approximately 5:30 p.m. at The Deck overlooking the Practice Range. The walk will include a view of the 15<sup>th</sup> and 14<sup>th</sup> greens as well as East Lake itself, before concluding back at The Deck.

The TOUR Championship has special fundraising incentives for Arnie's March participants.

- For every \$500 fundraised, receive \$50 Visa gift card
- For every \$250 fundraised, receive \$25 Visa gift card

## STORY IDEAS:

- Interview participants about the march and what it means to them
- Visit the Aflac Cancer & Blood Disorders Center to see first-hand the amazing things being accomplished there and/or what areas of the center the proceeds will help improve

## **Volunteers – The Heartbeat of the TOUR Championship**

The 1,350 men, women and children who volunteer their time to the TOUR Championship each year are an integral part of the event’s success, both during tournament week and in the TOUR Championship’s ability to positively affect the East Lake Foundation. The volunteers support every element of the tournament, from tracking statistics, greeting guests, feeding fans to keeping the grounds beautiful throughout the week.

The Billy Payne Volunteer of the Year Award and the Tom Cousins Leadership Award will be presented at the start of tournament week.

The TOUR Championship volunteers are divided into 65 committees and work a combined 24,300 hours both leading up to and during tournament week. Without their hard work, the TOUR Championship would not be possible.

Just two examples of stories within the volunteer ranks (and there are plenty more):

- John McKinney was a lifeguard in mid 80s at East Lake now is a volunteer at the event.
- Phil Read, returning for his 11<sup>th</sup> year as a volunteer, serving as a walking scorer. Phil returns each year to help charity and get an up-close look at professional golf. To show his continued for the TOUR Championship and the East Lake Foundation, Phil is participating in the PGA TOUR Volunteer Challenge to potentially raise funds for the foundation.
  - From now until 2 p.m. EST on Sept. 23, fans can vote for volunteers, like Phil at [tourchallenge.com](http://tourchallenge.com). The volunteer team with the most votes will present a \$10,000 check on behalf of Astellas Pharma US, Inc. to their chose charity.

### **STORY IDEAS:**

- Be a volunteer for the day – or a few hours! We can arrange for you to experience a variety of jobs as a way to illustrate just what it takes to put on an event of this magnitude (Flip burgers, direct cars in the parking lot, drive the range cart or sort golf balls on the driving range, etc)
- Profile volunteers that have been with the TOUR Championship for 10-plus years and find out what keeps them coming back
- Interview the winners of the Billy Payne Volunteer of the Year Award and the Tom Cousins Leadership Award
- With notice, we can arrange an interview with Phil Read, who is representing the East Lake Foundation in the Volunteer Challenge

## **TECHNOLOGY**

### **ShotLink Powered by CDW**

ShotLink powered by CDW is a revolutionary technology from the PGA TOUR that captures and reports real-time vital information on every shot, by every player, real-time, during tournament competition. Every shot is translated into thousands of statistics, changing the way all of us watch – and interact with – the PGA TOUR, bringing fans closer than ever to the action.

The vision system is to turn data into information, information into knowledge, and knowledge into entertainment. Players can utilize ShotLink data to learn more about their own game. ShotLink is used to quantify player performance and explain how a player achieves his success on the course. ShotLink data also is used to enhance graphics and statistics

in television broadcasts, expand information and statistics for use by working media via Tournament Tracker, power PGATOUR.COM and cell phone apps, thus creating an ongoing historical archive of statistical information.

CDW (<https://www.cdw.com/>) provides insight and management of the technology and software solutions for continued advancements of ShotLink, with more than 16,000 pieces of equipment needed on the PGA TOUR, PGA TOUR Champions and Web.com Tour. More than 250 volunteers are needed each day to run the ShotLink system at a TOUR event.

In addition, the TOUR is implementing live cameras (replacing lasers) on every hole that would add the ability to follow the ball as it moves, rather than just noting the starting and ending points.

Current uses of ShotLink data include:

- Enhanced graphics and statistics in television broadcasts
- Expanded information and statistics for use by the working media via Tournament Tracker
- Powering on-site fan enhancements including tournament leaderboards, video walls, hospitality systems, and other fan enhancements
- Powering PGATOUR.com and cell phone apps
- Powering ShotTracker on PGATOUR.COM
- Creating an ongoing historical archive of statistical information
- Providing in-depth analysis for golf course architects in regard to design changes to tournament courses
- Providing in-depth analysis to PGA TOUR competitions staff to assist in the evaluation and setup of each course for competitive play

Fast Facts:

- It takes more than 16,000 pieces of equipment to run the ShotLink system on all three tours
- Each PGA Tour truck contains more than 2,500 pieces of equipment
- Each Champions Tour truck contains more than 1,500 pieces of equipment
- It takes more than 250 volunteers each day to run the ShotLink system at a PGA TOUR event

Suggestions:

- Take a tour of the ShotLink truck and see how the data is captured
- Get trained on the laser system that reports data back to the truck
- Hit some shots around the course to see if ShotLink can track you

Moneygolf – Golf Industry’s use of ShotLink statistics

Because of the seemingly unlimited amount of technology available as a result of the ShotLink data collection, players and golf coaches are now using these statistics to tailor their practice schedules. By utilizing ShotLink data, players like Brandt Snedeker, Billy Horschel, Peter Hanson, Zach Johnson and Jason Day – to name a few – have relied on analytics to show them weaknesses in their games.

ShotLink features 58 stats for tee shots alone. There are documented examples of players using ShotLink data to realize they need to work on putts from longer than 12 feet, or work on their wedge game from 100 yards in.

Additionally, ShotLink data is changing the way designers build golf courses. Famed course architect Pete Dye recently used ShotLink stats to revamp the 18<sup>th</sup> hole at the TPC Louisiana, where the Zurich Classic of New Orleans is played in late April. At the par 5 hole, players were laying up with ease on their second shots, which made the hole vulnerable to birdies. The TOUR wanted more drama on the last hole of the tournament. Dye looked at the data, then decided to move the tee box up and make the landing area for a player’s second shot (the lay up) more challenging. The idea is to make more players take a chance at going for the green in two shots, thus increasing the risk-reward element and, hopefully, the excitement. Dye also beefed up the defense of the green in the form of more treacherous bunkers.

ShotLink data is also changing the way golf is broadcast.

According to Ken Lovell, the PGA TOUR's vice president of media development: "Most broadcasts now can show you things like the chances of making a putt from a given distance, and thanks to the world of poker, people immediately know what that means."

Down the road, Lovell envisions networks will show viewers things like how a player's projected score on a hole changes with every shot. So, for example, while Tiger Woods tees up a ball on a par 4, you could see a graphic that shows when he hits the fairway his average score is 3.84, but when he misses it's 4.25. (Those were Tiger's actual stats in 2013).

**STORY IDEAS:**

- We can schedule interviews with TOUR statisticians, golf coaches, players and broadcast representatives who can talk about new analytics in the game of golf

### **Player Performance Center**

The Player Performance Center is a mobile fitness and therapy center, used by players each week on the PGA TOUR and on PGA TOUR Champions. The facilities are staffed by professional therapists, chiropractors and athletic trainers who assist players in rehabilitative and preventive care, as well as personal conditioning and stretching programs. The trailers (16 ½ feet wide, over 14 feet high and 60 feet long) contain state-of-the-art fitness and therapy equipment. There are two sets of trailers (4 total semi-trailers) that navigate the country each year, representing a tremendous investment with a goal of providing a consistent and trusted training center for professional golfers.

- In 2017, the PGA TOUR and Massage Envy announced a four-year partnership designating Massage Envy as the Official Body Care Sponsor of the PGA TOUR's Player Performance Centers, the TOUR's mobile training and wellness trailers on the PGA TOUR and PGA TOUR Champions.
- The new relationship coincided with the introduction of Massage Envy's new assisted stretching service called Total Body Stretch. Performed by a trained service provider, the company's proprietary Streto Method is built around a sequence of 10, targeted stretches performed top down and designed to increase flexibility, mobility and performance. An award-winning chiropractor, massage therapist and ergonomist developed the proprietary Streto Method for Massage Envy. This service is available on the Player Performance Centers at PGA TOUR and PGA TOUR Champions events.
- Massage Envy signed the following 10 PGA TOUR members to endorsement deals: Jonas Blixt, Patrick Cantlay, Bud Cauley, Tony Finau, Smylie Kaufman, Jamie Lovemark, Patrick Rogers, Brandt Snedeker, Henrik Stenson and Justin Thomas. These players are available at tournament to discuss how the Players Performance Center help them prepare to compete each week on TOUR
- The Player Performance Centers made their debut in 1985

Media are invited to check out these trailers and learn more about why PGA TOUR players like Zach Johnson, Jim Furyk, Dustin Johnson and others utilize the fitness trailers frequently.

**STORY IDEAS:**

- Check in with the trainers to see the different types of workout routines that players are using to add flexibility and length off the tee
- Get tips from an expert on what amateur golfers can do to help improve their flexibility and their games

## SPECTATOR POLICIES & INFORMATION

### Cell Phones Permitted on Course in Designated Areas

The PGA TOUR wants fans attending the TOUR Championship to stay connected to their lives, their work, their friends, their families and the tournament itself. The TOUR Championship permits fans to bring their cell phones into the tournament as part of the PGA TOUR's mobile device policy. However, there are several guidelines that spectators should know as they bring their phones to this year's event.

#### **Dos and Don'ts for cell phone use at the TOUR Championship:**

- Devices must be on silent at all times; flash may not be used.
- Devices may be used to capture video, audio and photos (content) in all areas throughout tournament week.
- Content may be used for personal purposes (e.g., personal social media); no commercial use.
- No live streaming or real-time coverage (e.g., not shot-by-shot coverage).
- Data use (e.g., texting) is permitted in all areas throughout tournament week.
- Phone calls are allowed only in designated areas.
- Please be respectful of play and do not interfere with players, caddies or media.
- All posted signage and instructions from tournament staff must be observed.
- Failure to comply with this policy may result in the revocation of your ticket.

#### **STORY IDEAS:**

- Take a tour of the course and show fans where the designated cell phone areas are located
- Post a course map that shows the locations and fully articulates the rules by which spectators are expected to adhere to
- Show how this new policy changes the spectators' on-course experience in a positive way by allowing them to conduct business while at the course, connect with other friends on site, stay in touch with the leaderboard through PGATOUR.COM's mobile apps and site and stay connected to the tournament through many new social media initiatives

### Youth Policy and Family Plan

Youth 18 and younger are admitted free of charge when accompanied by a ticketed adult courtesy of Southern Company. There is a limit of four children per ticketed adult. This means a family of four can attend the TOUR Championship, but only pay for the adults!

#### **STORY IDEAS:**

- Compare the cost-effective experience at the TOUR Championship with other family activities (movies, theme parks, other sporting events, etc.)
- Showcase the various activities at the TOUR Championship that make it a family-friendly experience for children of all ages
- Profile some of the families who are taking advantage of the TOUR Championship entertainment during tournament week
- Help spread the word that although children 18 and younger are admitted free to the TOUR Championship courtesy of Southern Company, that policy does not apply to the tournament's hospitality venues i.e. The Veranda Suites, The Dining Chalets, etc., where children ages 10 and older will need an upgraded ticket to gain admittance

## Parking Information and Ride Share Partner with Uber

All parking for tournament week is FREE at Georgia State University Football Stadium (formerly Turner Field; there is no on-site parking). A FREE shuttle will be provided for transportation from Turner Field to East Lake Golf Club. Visit [www.PGATOUR.COM/ttc](http://www.PGATOUR.COM/ttc) for more information.

As the top 30 players in the world head to East Lake Golf Club, it couldn't be easier for fans to get in on the action. This year the TOUR Championship has joined forces with Uber to offer fans easy access to safe rides throughout the tournament.

The Uber Gate located just paces away from the 13<sup>th</sup> fairway and near the 17<sup>th</sup> green and 18<sup>th</sup> tee, provides Uber riders with quick and convenient access to all of the back-nine drama. Fans will also get to experience the new Arby's rideshare lounge driven by Uber complete with concessions, comfortable seating and charging stations. The new elevated partnership will make taking Uber to the TOUR Championship the way to arrive in style, with support from Arby's, the Official Restaurant of the PGA TOUR.

To make sure riders arrive at the correct parking lot for Uber Gate, fans should use this address, 307 2<sup>nd</sup> Ave Southeast, Atlanta, GA 30317, as their drop-off location.

### STORY IDEAS:

- Give your viewers/readers a step-by-step guide on parking (Wednesday-Sunday), how to get to Georgia State University Football Stadium (formerly Turner Field), where to park and tips for the best times to arrive.
- Share information on how Uber is the premier way to get to the TOUR Championship as well as the new drop-off location and lounge.

## ABOUT THE COURSE

### East Lake Golf Club – The History

East Lake is not only the host of one of golf's most prestigious – and largest – events, it's also a world-class venue with an incredible history. East Lake is home to the oldest golf course in the city of Atlanta, but more notably serves as the home course of legendary golfer Bobby Jones. Jones, the winner of 13 majors and the grand slam, resided in Atlanta and played his first and last games of golf at East Lake.

The grand opening of East Lake's golf course, designed by Tom Bendelow, took place on July 4, 1908, on the property that was known as East Lake. East Lake itself, a sparkling stretch of water surrounded by forestland, was originally the site of an amusement park in the 1890s. Young Bob Jones, then six, was present at the opening reception on that summer afternoon in the company of his father, "Colonel" Robert P. Jones. The elder Jones, already an active member, later served as president of the club from 1937 – 1942 and as a director for 38 years (Bob himself later also served as president from 1946-47).

In 1913, famed golf course architect Donald Ross redesigned the Bendelow course at East Lake. The remodeled course featured a routing plan that provided each nine holes to conclude at the clubhouse.

The club enjoyed another milestone in 1930 when Bobby Jones completed the Grand Slam of golf, winning the United States Amateur, United States Open, British Amateur, and British Open in the same year. A lifelong amateur, Jones won 13 major championships throughout his career and retired from competitive golf in 1930.



East Lake has hosted its fair share of golf tournaments over the years. The Golden Anniversary of the Woman's Amateur Golf Championship, played at East Lake on September 11-16, 1950, marked the first time a USGA National Championship was ever played in Atlanta.

In 1963, the 15<sup>th</sup> biennial Ryder Cup Matches were played at East Lake. Arnold Palmer served as the playing captain of the United States team that year and led the US to a 23-9 victory over Great Britain. That year also marked the last time either team had a playing captain.

Not long after the club hosted the Ryder Cup, the outlook for East Lake began to change. The surrounding neighborhood deteriorated as the 1960s fell victim to white flight and urban decay. The Atlanta Athletic Club became part of that flight when it sold the "Number 2" course to developers and moved to its present home in Duluth. The original course and clubhouse were saved when a group of 25 members purchased them and began operation as the newly formed East Lake Country Club in 1968.

In 1970, the East Lake Meadows public housing project was built on the site of the club's "Number 2" course and became a center for poverty, drugs, and violence. Middle-income homeowners fled the surrounding neighborhood, replaced by low-income renters. By the 1980s, once proud East Lake was a tired, mostly forgotten golf course, seemingly as hopeless as the surrounding neighborhood.

This all changed in 1993 when a local charitable foundation purchased East Lake with the intent to restore it as a tribute to Bobby Jones and the club's other great amateur golfers. The East Lake Foundation has used the renovation as a catalyst for revitalizing the surrounding community.

In 1994, Rees Jones restored Donald Ross's original golf course layout. Using the original Philip Shutze architectural drawings, the clubhouse was brought back to its 1926 design and condition. In 2008, an impressive addition to the Clubhouse was completed and several modifications were made to the golf course, including changing the putting surfaces from Bentgrass to Bermuda grass.

East Lake Golf Club has been the permanent home of the TOUR Championship since 2005. The tournament was first played at East Lake in 1998 and has been held at East Lake 16 times since then.

In 2015, the Club announced in conjunction with Golf Channel, that it would be hosting a new annual collegiate event, the East Lake Cup. East Lake Cup consists of the top four men's and women's golf teams from the previous year's NCAA Championship. The tournament, which is broadcast live on Golf Channel, features one day of stroke play and two days of match play.

In the fall of 2016, East Lake Golf Club announced that it would permanently reverse its nines, switching the front nine and the back nine to coincide with the routing of the TOUR Championship.

East Lake Golf Club continues to play a central role in the remarkable transformation of the East Lake community. Our motto, "Golf with a Purpose," was coined early in the process, after it was realized that golf would be the galvanizing element of the new East Lake community. Many organizations play a role in this effort, including the East Lake Foundation, the Charlie Yates Golf Course, The First Tee of East Lake, the TOUR Championship and East Lake Golf Club's corporate members.

The revived East Lake stands as a symbol of tradition and honor to those who know its history and were a part of its past. But, even more importantly, it stands as a symbol of hope to those who will live in its future.

Follow ELGC on social media throughout the week as they promote the excitement at East Lake on and off the course during the TOUR Championship - @eastlakegc

## **The art of perfect conditions**

Home to the finale for the FedExCup, East Lake Golf Club has established itself as one of the premier tournament venues in all of golf. But it takes a veritable army to keep the course in picture-perfect conditions all year long.

The agronomy and the PGA TOUR rules officials work throughout the year to make sure that the course is in the very best of conditions come tournament time. Follow along with the East Lake Golf Club agronomy team on Twitter as they prepare the course for the PGA TOUR season finale - @eastlakecagro

#### STORY IDEAS:

- We can arrange for you to meet with the rules staff or the course superintendent to talk about how they prepare the course for the best players on the PGA TOUR - You can even come out to the course early one morning and help our rules staff set the pin location for that day
- As part of a tribute to Arnold Palmer, East Lake Golf Club will house a special display of memorabilia from the 1963 Ryder Cup inside its clubhouse during the week of the TOUR Championship.
- Stewart Cink, a longtime member of East Lake Golf Club, is this year's Payne Stewart Award Recipient presented by Southern Company. Each fall, Cink co-hosts the East Lake Invitational, East Lake Golf Club's celebrity golf tournament, along with fellow golfer Billy Andrade.
- Throughout his life, Bobby Jones only ever made two hole-in-ones. One of which was shot on No. 2 at East Lake. A plaque can be found adjacent to the hole commemorating the occasion. Jones shot the hole-in-one in 1927 at the age of 25.
- East Lake's rich history is displayed prominently inside its Clubhouse which serves as a tribute to Bob Jones and East Lake's other famous members. Among the many pieces inside, you will find the following memorabilia:
  - Bob Jones' Double Locker (Golf Shop)
  - Bob Jones' Humidor (Golf Shop)
  - Bob Jones' Grand Slam Trophies (Great Hall)
  - 1963 Ryder Cup Trophy (Great Hall)
  - Replica of the original Havemeyer Trophy which was destroyed in a fire in East Lake's Clubhouse in 1924 (Great Hall)
  - Walker Cup (Golf Shop)
  - Sterling Silver Calamity Jane Putter (Great Hall)
  - Payne Stewart Award (Atkinson Room)

## MISCELLANEOUS

### Golf Fashion

Golf fashion has come a long way from the knickers, starched collars and tweed jackets of a century ago. Now, performance athletic wear has become a staple for golf apparel. Technical shirts that stretch and resist sun and moisture, pants with vents and zippered pockets, and sneaker-like golf shoes have replaced the apparel of the past.

#### STORY IDEAS:

- Schedule a time to visit the tournament merchandise tent or the golf shop prior to tournament play - Try on this year's most popular golf fashions, and talk with the golf shop manager about what's new.
- What are the most popular accessories? What colors are in this year? How are historic golf fashion trends making a re-appearance?
- Report on what to wear as a spectator to the event (layers, windbreaker, comfortable shoes), as well as what NOT to wear.
- We can send media approved images from players like Jordan Spieth (Under Armour), Rickie Fowler (Puma), Billy Horschel (POLO/Ralph Lauren), Ian Poulter (Ian Poulter Designs), Matt Kuchar (Skechers) and more that highlight the latest in golf fashion.

## On-Site Meteorologist

A meteorologist is on-site this week to assist tournament officials with potentially dangerous weather situations. The meteorologist works with PGA TOUR rules officials to ensure the safety of both players and spectators.

### STORY IDEAS:

- Have your outlet's weather expert talk weather with the TOUR's meteorologist and show the different responsibilities of the on-site weather staff as well as the technology used each week to predict weather and safely evacuate the course, if necessary
- Orchestrate a head-to-head prediction challenge between the TOUR's weather staff and your news outlet's staff
- Give fans a "Weather 101" on what they should bring to prepare for possible weather situations and how best to react if dangerous weather were to move in.

## SCHEDULE OF EVENTS

### Monday, Sept. 18 – Sunday, Sept. 24

#### **Monday, September 19**

Golf Course Closed to Public

Practice Round for Professionals - *East Lake Golf Club (ELGC)*

7 – 11 p.m.                      Atlanta Celebrates the TOUR Championship  
*College Football Hall of Fame*

#### **Tuesday, September 19 - Executive Women's Day**

Golf Course Closed to Public

Practice Round for Professionals - *ELGC*

9:30 a.m. – 3:30 p.m.      Executive Women's Day presented by Delta Air Lines

6 – 9 p.m.                      Payne Stewart Award Ceremony  
*The Ritz-Carlton Downtown*

7 – 8 p.m.                      GOLF Channel Broadcast of Payne Stewart Award

#### **Wednesday, September 20 – Military Appreciation Day**

Gates Open at 9 a.m.

Practice Round for Professionals - *ELGC*

9:30 a.m.                      Callaway Wounded Warrior Club Fitting

11 a.m. – 2 p.m.              GSGA Putting Experience supported by PGA TOUR Superstores  
*SO Cool Zone*

4 p.m.                          First Tee Youth Clinic  
*Practice Range – ELGC*

#### **Thursday, September 21**

Gates Open at 9 a.m.

10:30 – 11:20 a.m.          Opening Ceremony

- 11:40 a.m. – 2 p.m. First Round of Competition – Tee Times (Approximate)  
*ELGC*
- 1 – 4 p.m. GSGA Putting Experience supported by PGA TOUR Superstores  
*SO Cool Zone*
- 1 – 6 p.m. GOLF Channel Broadcast (Live)

**Friday, September 22**

Gates Open at 9 a.m.

- 11:40 a.m. – 2 p.m. First Round of Competition – Tee Times (Approximate)  
*ELGC*
- 1 – 4 p.m. GSGA Putting Experience supported by PGA TOUR Superstores  
*SO Cool Zone*
- 1 – 6 p.m. GOLF Channel Broadcast (Live)

**Saturday, September 23 – College Football Salute**

Gates Open at 9 a.m.

- 11:40 a.m. – 2 p.m. First Round of Competition – Tee Times (Approximate)  
*ELGC*
- 1 – 4 p.m. GSGA Putting Experience supported by PGA TOUR Superstores  
*SO Cool Zone*
- 12:30 – 2:30 p.m. GOLF Channel Broadcast (Live)
- 2:30 – 6:30 p.m. NBC Broadcast (Live)

**Sunday, September 24**

Gates Open at 9 a.m.

- 9 – 11 a.m. GSGA Putting Junior Skills Challenge  
*SO Cool Zone*
- 11:40 a.m. – 2 p.m. First Round of Competition – Tee Times (Approximate)  
*ELGC*
- 12 – 1:30 p.m. GOLF Channel Broadcast (Live)
- 1 – 4 p.m. GSGA Putting Experience supported by PGA TOUR Superstores  
*SO Cool Zone*
- 1:30 – 6 p.m. NBC Broadcast (Live)
- 6 p.m. Closing Ceremony  
*No. 18 Green*