



## 2017 PURE Insurance Championship Advance Media Information

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**Event:** PURE Insurance Championship, the 21st of 26 Charles Schwab Cup events.

**Dates:** September 18-24, 2017

**Sites:** Pebble Beach Golf Links, Pebble Beach, California  
Poppy Hills Golf Course, Pebble Beach, California

**Par:** 36-36—72                      **Yards:** 6,837 (Pebble Beach Golf Links)  
36-35—71                      **Yards:** 6,879 (Poppy Hills Golf Course)

**Course Designers:** Pebble Beach GL: Douglas Grant/Jack Neville (1919); Poppy Hills GC: Robert Trent, Jones, Jr. (1986/2014)

### Format:

**Friday-Saturday:** 82 professionals playing in a 54-hole stroke-play event. Each pro will be paired with one junior amateur and two amateurs in a team format (82 foursomes). Groups will play one round at Pebble Beach and one round at Poppy Hills. These events will be scored: (1) Professional; (2) Pro-Junior (gross best ball); and (3) Pro-Amateurs (foursome net best ball; all junior play scratch). There will be a cut for the professionals with the low 50/ties advancing to Sunday's final round.

**Sunday** (Pebble Beach only): The low 50/ties professionals will join the low 23 pro-junior teams based on 36-hole scores. Starting times will be made based on the professionals' score in competition. The 10 lowest two-player amateur teams will also advance to Sunday's round and will be paired within the professional groupings.

**Purse:** \$2,000,000 (\$300,000 to the winner)

**2016 Champion:** Paul Broadhurst (66-70-68—204/-11); defeated Bernhard Langer & Kevin Sutherland by one stroke.

**Television:** The event will be televised live all three days on GOLF CHANNEL from 3:00-6:00 p.m. (all times local).

**The 2017 Schedule:** The 14th annual PURE Insurance Championship is the 21st of 26 official events in 2017, a season that concludes with the Charles Schwab Cup Championship from November 9-12 at Phoenix Country Club in Phoenix, AZ.

**About PGA TOUR Champions:** PGA TOUR Champions is a membership organization of golf's most recognizable and accomplished players, age 50 and older, including 32 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. In 2017, the PGA TOUR Champions schedule includes 26 tournaments in 18 states, Japan, Wales and Canada, with purses totaling more than \$55 million, an average of \$2.1 million per event. The Charles Schwab Cup, which includes the Regular Season and the Charles Schwab Cup Playoffs, is used to determine the season-long champion. All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, telecasts air live, tape-delayed or in a highlights-package format more than 206 countries and territories, reaching more than 145 million households. The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla. Follow PGA TOUR Champions at facebook.com/PGATOURChampions, on Twitter @Champions TOUR and on Instagram @pgatourchampions.

**2016 Recap:** Paul Broadhurst claimed his second PGA TOUR Champions title of the 2016 season as his two-putt birdie from 30 feet on No. 18 gave him a final-round 68 and a one-stroke victory over Bernhard Langer and Kevin Sutherland. Playing in the fourth-to-last group, Langer stuck his approach shot on No. 18, and his tap-in birdie gave him the clubhouse lead at 10-under-par. Playing alongside Broadhurst in the final group, Sutherland also birdied No. 18 to post 10-under par, though he nearly made his eagle chip that would have set up a playoff. The stage was then set for Broadhurst, who sealed the win with a three-foot birdie putt on the famed No. 18 green, in just his second competitive round at Pebble Beach.

**Some Facts on The First Tee Chapters:**

Programming locations (golf facilities): 1,200

Number of active coaches: more than 3,900

Number of volunteers: more than 24,000 (including board members)

PGA/LPGA professionals serving as coaches, executive directors, staff and volunteers: 1,024

Participant gender: 39% female, 61% male (All U.S. junior golfers: 32% female, 68% male)

Participant ethnicity: 51% White or Caucasian, 16% Black or African-American, 18% Latino or Hispanic, 7% Asian, 7% Multi-Racial, less than 1% Native American or Native Alaskan, less than 1% Pacific Islander

**Title Sponsor:** Privilege Underwriters Reciprocal Exchange (PURE) is a [policyholder-owned insurer](#) dedicated to creating an exceptional experience for responsible high net worth individuals and families. Our product suite includes best-in-class, customizable coverage throughout the U.S for high-value homes, automobiles, jewelry, art, personal umbrella liability, watercraft, and flood. PURE was founded by some of the most knowledgeable and experienced professionals in the industry. They combined experience, insight and intuitive perspective to challenge the insurance industry's conventional thinking. They recognized that policyholder-owned companies consistently delivered the greatest value and customer satisfaction. Further, they recognized that the leading specialist companies could offer broader coverage and more personalized service. PURE combines the best of both. Inspired by some of the finest policyholder-owned companies in the world, PURE emphasizes alignment of interests and transparency. Our unique alignment with our membership supports our objective to charge the right price — not the highest price the market will accept. PURE's low cost of capital, careful member selection, and proactive risk management all contribute to highly competitive rates. Further, we invest heavily in helping members prevent claims from occurring, and resolving them quickly, without hassle if they ever do. As a member of [The PURE Group](#), PURE is rated A- "Excellent" for Financial Strength by A.M. Best. In return for a fee, PURE Risk Management, LLC acts as Attorney-in-Fact for PURE.

***PURE INSURANCE CHAMPIONSHIP STORYLINES...***

**The 2017 Charles Schwab Cup Playoffs:** In 2016, Bernhard Langer won the inaugural Charles Schwab Cup Playoffs and won the Charles Schwab Cup for the third year in a row, and fourth time overall. This year's

three-tournament playoff series begins in Richmond, Virginia, before heading west to Thousand Oaks, California, and concluding in Phoenix.

October 16-22 | Dominion Charity Classic (The Country Club of Virginia, Richmond, Virginia)

October 23-29 | PowerShares QQQ Championship (Sherwood Country Club, Thousand Oaks, California)

November 6-12 | Charles Schwab Cup Championship (Phoenix Country Club, Phoenix, Arizona)

At the start of the playoffs, each player's regular-season money total will become the equivalent number of points (e.g. \$330,000 equals 330,000 points). During the first two playoff events, each dollar earned is worth two points, and those points will be added to a player's regular-season point total. After the Dominion Charity Classic, the top 54 players will advance, and after the PowerShares QQQ Championship, the top 36 players will qualify for the season-ending Charles Schwab Cup Championship.

Points will be reset for the Charles Schwab Cup Championship, similar to the reset in the FedExCup Playoffs before the TOUR Championship. Any of the top-five players will win the Charles Schwab Cup with a victory in the season finale, and all 36 players are mathematically capable of winning the Charles Schwab Cup, depending on his performance and the results of the rest of the field.

**Where the Charles Schwab Cup Race Stands:** Heading into this week's event, Bernhard Langer continues to lead the season-long race with \$2,673,835 followed by Scott McCarron with \$2,281,445, a margin of \$392,390. Kevin Sutherland is third with \$1,434,089, while Kenny Perry is fourth with \$1,370,270. Rounding out the top five is Miguel Angel Jimenez (\$1,337,278).

**McCarron Closing in on Langer:** One month ago, Bernhard Langer held a sizeable lead in the season-long Charles Schwab Cup race following the Boeing Classic. Langer led McCarron by \$879,550. However, with Langer idle for two events (Shaw Charity Classic & JAPAN AIRLINES Championship), McCarron took full advantage of Langer's absence, posting a win at the Shaw Charity Classic and a T2 effort at the JAPAN AIRLINES Championship. With just two full-field events remaining until the start of the Charles Schwab Cup playoffs, the gap is now just \$392,390. The largest margin Langer held this year was \$969,980 after the 3M Championship last month.

**The 2017 PURE Insurance Championship Field:** The PURE Insurance Championship is once again expected to have a top-notch field competing for the \$2 million purse. Below is a breakdown of the field.

60 players in the field won 390 PGA TOUR titles

52 players in the field won 248 PGA TOUR Champions victories

14 players have won major titles on the PGA TOUR

19 players have won major titles on PGA TOUR Champions

There are eight World Golf Hall of Famers – Faldo, Langer, Kite, Lyle, Singh, O'Meara, Montgomerie and Watson. In addition, Davis Love III will join that group later this month in New York City.

Players representing 12 different countries are in the field – US, Canada, Australia, Sweden, Wales, Scotland, Mexico, England, South Africa, Fiji, Paraguay and Spain

**Past Champions in the Field:** Since 2004, 10 players have won the PURE Insurance Championship. The 2017 field includes five of the event's 10 champions:

John Cook (2014)

Jeff Sluman (2008, 2009, 2011)

Esteban Toledo (2015)

Kirk Triplett (2012, 2013)

Paul Broadhurst (2016)

**Onward to Richmond:** With just two full-field events remaining prior to the start of the Charles Schwab Cup Playoffs, here is where things stand in the season-long race for the 72 spots available for the Dominion Charity Classic, the first playoff event.

Name	Rank	Current Earnings	Difference/72 <sup>nd</sup> Place
Russ Cochran	70 <sup>th</sup>	\$140,846	-----
Jose Maria Olazabal	71 <sup>st</sup>	\$138,343	-----
Skip Kendall	72 <sup>nd</sup>	\$133,129	-----
Ian Woosnam	73 <sup>rd</sup>	\$126,939##	-\$6,190
Bart Bryant	74 <sup>th</sup>	\$122,960	-\$10,163
Gary Hallberg	75 <sup>th</sup>	\$118,337	-\$14,792
Mark O'Meara	76 <sup>th</sup>	\$115,782	-\$17,347
Kent Jones	77 <sup>th</sup>	\$114,515	-\$18,614
Miguel Angel Martin	78 <sup>th</sup>	\$113,271	-\$19,858

## Not Entered

**Past Success at Pebble Beach:** The field includes seven players who won PGA TOUR events at Pebble Beach. Of those players, John Cook is the only two that have also won a PGA TOUR Champions event at Pebble Beach.

John Cook – Bing Crosby National Pro-Am (1981); PURE Insurance Championship (2014)

Tom Kite – Bing Crosby National Pro-Am (1983); U.S. Open (1992)

Davis Love III – AT&T Pebble Beach National Pro-Am (2001, 2003)

Mark O'Meara – AT&T Pebble Beach National Pro-Am (1985, 1989, 1990, 1992 and 1997)

Vijay Singh – AT&T Pebble Beach National Pro-Am (2004)

Tom Watson – Bing Crosby National Pro-Am (1977, 1978); U.S. Open (1982)

**Former PGA TOUR Winners Highlight First Timers:** A host of former winners on the PGA TOUR are among the several new faces making their debuts at this year's PURE Insurance Championship. The former winners include Steve Flesch, Nick Faldo, Bob Estes, and Jerry Kelly. In addition, long-time European Tour competitor Phillip Price will compete for the first time.

**Kelly is on Fire:** After going winless in his first 12 starts since joining PGA TOUR Champions, Jerry Kelly has been on a roll starting with his win last month at the Boeing Classic, which came in his 13<sup>th</sup> start. Following his victory near Seattle, he was T6 at the JAPAN AIRLINES Championship and added a second win at the Pacific Links Bear Mountain Championship in Victoria, British Columbia, finishing one better than Lee Janzen. Kelly owns 11 consecutive rounds in the 60s, just two shy of the all-time PGA TOUR Champions record by Hale Irwin in 1999. In those 11 rounds, he is a combined 58-under-par.

**Success for Players Age 56+ in 2017:** So far in 2017, an impressive eight of 21 tournament wins have been posted by players aged 56 and older. Coming into this season, nearly 85 percent of tournament winners in PGA TOUR Champions history have been between the ages of 50-55. The players aged 56 and older with victories this year include Bernhard Langer (4 wins), Fred Couples (2 wins), Kenny Perry and Tom Lehman. Ironically, Jerry Kelly became the first 50-year-old winner this year at the Boeing Classic.

### ***PURE INSURANCE CHAMPIONSHIP NOTES...***

**Tournament Alumni:** Since 2004, more than 700 participants from The First Tee chapters have benefited from the opportunity to play in the tournament by meeting and learning from PGA TOUR Champions players and amateurs in the field, utilizing the leadership and life skills they have acquired at their chapters. Prominent alumni include Paula Creamer, Harold Varner, Scott Langley and Mina Harigae. Creamer is a 10-time LPGA Tour winner, and in 2004 she played in the inaugural pro-junior with Dana Quigley and finished second. Langley was the Big Ten Player of the Year and medalist at the 2010 NCAA Men's Golf Championship, and in 2006 he won the pro-junior with Quigley. Varner teamed with Morris Hatafsky to win the pro-junior event in 2007 and has gone on to a career on the PGA TOUR, while Harigae teamed with Tom Kite in 2006. She later went on to compete on the LPGA Tour. Several other competitors have gone on to compete on the college level.

**Pro-Junior History** – Here’s a list of the previous winners in the pro-junior competition at this event:

<b>Year</b>	<b>Professional</b>	<b>Junior/Hometown</b>	<b>Score</b>
2016	Michael Allen	Patrick Fernandez, Phoenix, AZ	197 (-18) ##
2015	Mark O’Meara	Jack Avrit, Arroyo Grande, CA	195 (-20)
2014	Lee Janzen	Christopher Meyers, Tucson, AZ	193 (-22)
2013	<b><i>Kirk Triplett</i></b>	Michelle Xie, Palo Alto, CA	198 (-18)
2012	Mark McNulty	Tyler Broach/Chester, VA	196 (-20)
2011	Ben Crenshaw	Casie Cathrea/Livermore, CA	193 (-23)
2010	Russ Cochran	Spencer Jones/Shelby, NC	195 (-21)
2009	David Eger	Will Bishop/Lexington, KY	199 (-17)
2008	Fuzzy Zoeller	Sydney Burlison/Salinas, CA	191 (-25)
2007	Morris Hatalsky	Harold Varner/Gastonia, NC	193 (-23)
2006	Dana Quigley	Scott Langley/St. Louis, MO	195 (-21)
2005	Jim Thorpe	Amit Odaiyar/Lodi, CA	197 (-19) ##
2004	<b><i>Craig Stadler</i></b>	Aaron Woodard/Denver, CO	194 (-22)

## - scorecard match    **bold italics** – professional won overall event

**How the Leaders Have Fared:** Leading or sharing the lead after 36 holes hasn’t led to much success in recent years in this event. John Cook, the 2014 champion, is the only second-round leader/co-leader to win this event in the last six years. Overall, since its inception, 36-hole leaders/co-leaders have won six of 13 times. Prior to Cook’s victory, the last person to do that was Ted Schulz in 2010.

**The Rare Double:** It’s only happened 16 times in the history of PGA TOUR Champions, players winning PGA TOUR and PGA TOUR Champions events at the same venue. John Cook was the last to do it, winning the PURE Insurance Championship in 2014, 33 years after claiming the AT&T Pebble Beach Pro-Am at the same venue. Several former AT&T National Pro-Am winners have a chance to join Hale Irwin and Cook as just the third player to win PGA TOUR/PGA TOUR Champions events at the same place.

**Oldest/Youngest:** When he won the 2008 PURE Insurance Championship at 60 years, 11 months and seven days, Gil Morgan became the 17<sup>th</sup> player age 60+ to earn a win on PGA TOUR Champions and the eighth-oldest winner ever on the circuit at the time. Kirk Triplett remains the event’s youngest winner, claiming the first of his two consecutive victories at the PURE Insurance Championship in 2012 at 50 years, three months, nine days.

**A Good One for First-Timers:** Six of the 10 different winners of the PURE Insurance Championship won in their first appearance at this event. In addition to Craig Stadler, the inaugural champion in 2004, Scott Simpson (2006), Jeff Sluman (2008), Ted Schulz (2010), Kirk Triplett (2012) and Paul Broadhurst (2016) won in their initial appearances on the Monterey Peninsula as seniors. Of that group, it was Simpson’s, Schulz’s and Triplett’s first-ever win on PGA TOUR Champions. Gil Morgan’s victory in 2007 was the last of his 25 career titles on PGA TOUR Champions. When Morgan won at Pebble Beach 10 years ago, he moved out of a tie with Miller Barber into solo third place on the all-time PGA TOUR Champions victory list.

**Dramatic Shot Leads to Walk-Off Victory In 2014 Pro-Junior:** Playing with PGA TOUR Champions player Lee Janzen, Christopher Meyers of the First Tee of Tucson made the first-ever double-eagle at the famed 18<sup>th</sup> hole at Pebble Beach to leapfrog two other teams and win the pro-junior competition in 2014. It remains one of the highlights of this event. Meyers had ricocheted his tee shot off the rocks back into the fairway. He then holed a 4-iron second shot from 203 yards for a dramatic deuce on the par-5. The shot was featured on ESPN’s “Plays of the Day” and has been replayed numerous times on Golf Channel shows.