



## **2023 TOUR Championship Story Ideas Deck**

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### **TOUR Championship 101**

#### **FedExCup Playoffs Finale**

The TOUR Championship is an official PGA TOUR tournament that serves as the final event in FedExCup Playoffs and crowns the season-long FedExCup champion.

The FedExCup Playoffs begin with the top 70 qualifying for the first event at the FedEx St. Jude Championship in Memphis, Tennessee. The top 50 move on to the BMW Championship in Chicago before the top 30 advance to the TOUR Championship.

The TOUR Championship has been held 22 times since it first arrived in Atlanta in 1998. The FedExCup Playoffs were introduced in 2007, with every champion being crowned at historic East Lake Golf Club

#### **The Moment of Truth**

Every year, it all comes down to the TOUR Championship and the finale of the FedExCup Playoffs, where the PGA TOUR's best 30 players earn a coveted ticket to East Lake to compete for the season-long title. What awaits them is a high-stakes, pressure-packed sprint to the finish with one player emerging as FedExCup Champion.

#### **Unique Format**

The TOUR Championship institutes a strokes-based bonus system related to the FedExCup standings through the BMW Championship. The FedExCup points leader after the first two Playoffs events will begin the TOUR Championship at 10-under par. The next four players will start at 8-under through 5-under, respectively. The next five will begin at 4-under, regressing by one stroke per five players until those ranked Nos. 26-30 start at even par.

In 2022, Rory McIlroy made a triple bogey at the opening hole and sat 10 strokes behind Scottie Scheffler before going on to win his third FedExCup.

30 players | Four-day, 72-hole stroke-play competition | No cut

### **The PGA TOUR's Ultimate Prize**

At the TOUR Championship, players compete for a \$75 million purse, with the FedExCup champion taking home \$18 million as the PGA TOUR season champion. Rory McIlroy claimed the FedExCup for a record third time in 2022.

### **East Lake Golf Club**

The property known as East Lake was purchased in 1904, and the golf course designed by Tom Bendelow opened July 4, 1908. In 1913, famed golf course architect Donald Ross redesigned the Bendelow course at East Lake. In 1994, Rees Jones restored Donald Ross' golf course layout. In 2016, the tournament reversed the nines which resulted in an exciting and dramatic conclusion on the now par-5 finishing hole.

East Lake was the home of legendary golfer Bobby Jones, who famously won the Grand Slam in 1930 after winning all four major championships. East Lake Golf Club is filled with mementos of Jones' legacy, as it was the course he played his first and last round of golf.

### **What's New?**

Food Partners!

The TOUR Championship is always looking to provide fans with new local options to enjoy while at East Lake Golf Club. This year, there are three:

#### **NEW: Farm Burger**

Making their debut at the TOUR Championship, Atlanta-based Farm Burger will be the focal point of the all-new ATL Grove at the 6th Green, where fans can pair views of the city skyline with this exciting par 5. Be sure to try Farm Burger's signature "Grove Burger," created specifically for the TOUR Championship. And to drink? Meiomi will be serving their signature wines as well as some special sangria to keep everyone cool.

Location: ATL Grove – 6th Green

#### **NEW: Local Green**

We love supporting our small businesses at the TOUR Championship, and we're excited to welcome Local Green to East Lake. Stop by the 8th fairway for some healthy and delicious options made with the freshest ingredients around.

Location: Peachtree Porch presented by Mastercard – 8th Fairway

#### **NEW: Kayla's Italian Ice**

Italian Ice in the summer? It's a match made in heaven. This mother-daughter duo will keep fans cool and refreshed as they walk the grounds of East Lake Golf Club sampling the unique flavors from Kayla's Italian Ice.

Peachtree Porch presented by Mastercard – 8th Fairway

### **1st Tee Experience – Starter Lounge**

When fans arrive at the TOUR Championship, they will be greeted by a reimagined 1st Tee experience at East Lake Golf Club that will create an environment to match the intense drama of the PGA TOUR's season finale. From guests of the brand-new Starter Lounge presented by NetJets to the Daily Grounds ticketholder to the TOUR's top 30 players themselves, the 1st Tee will offer an elevated experience as the battle for the FedExCup reaches its climax.

The primary enhancement of the 1st Tee experience is the Starter Lounge presented by NetJets, an upscale, shared hospitality experience that will create a heightened level of anticipation for each tee time by giving guests a one-of-a-kind vantage point as players pass through the venue during their pressure-packed walk to the tee to begin their round at East Lake Golf Club. With food and beverage included, the Starter Lounge presented by NetJets offers the optimal experience to watch every group tee off from this ground-level venue.

Daily Grounds ticketholders can also take in the action and enjoy shaded seating in all open-to-the-public areas at the 1st Tee. Fans will have access to a new beverage concession area at the top of the grandstand to make it easier to refresh and get back to the competition.

### **The ATL Grove**

Situated on the 6th Hole at Atlanta's historic East Lake Golf Club, The ATL Grove will offer signature and specialty burgers from the sustainable restaurant Farm Burger alongside Meiomi Wine pairings and picturesque views of the Atlanta skyline.

Founded in 2010, Farm Burger is a better burger restaurant group committed to serving 100% grassfed, grass-finished beef burgers. Founded in Atlanta by farmer and rancher Jason Mann and restaurateur George Frangos, Farm Burger aims to bring communities together through creative menus and locally-sourced ingredients in its locations across the southeast.

Those who visit The ATL Grove can expect to sample Farm Burger's signature burgers as well as a specialty burger just for the tournament dubbed The Grove Burger. Flights of sliders paired with Meiomi wine samplings and sangria will also be available.

### **Schedule of Events**

Monday, August 21

Golf Course Closed to Public

Tuesday, August 22

Golf Course Closed to Public

Practice Round for Professionals

9 a.m. PGA TOUR Commissioner Jay Monahan Press Conference

7 – 8 p.m. Payne Stewart Award Ceremony

Wednesday, August 23

Gates Open at 9 a.m.

Practice Round for Professionals

TBD Player Press Conferences

11 a.m. – 2 p.m. GSGA Putting Experience supported by PGA TOUR Superstore

Thursday, August 24

Gates Open at 10 a.m.

10:50 a.m. HOPE Tee Shot Ceremony

11:20 a.m. – 2:00 p.m. First Round of Competition – Tee Times (Approximate)

1 – 4 p.m. GSGA Putting Experience supported by PGA TOUR Superstore

1 – 6 p.m. GOLF Channel Broadcast (Live)

Friday, August 25

Gates Open at 10 a.m.

11:20 a.m. – 2:00 p.m. Second Round of Competition – Tee Times (Approximate)

1 – 4 p.m. GSGA Putting Experience supported by PGA TOUR Superstore

1 – 6 p.m. GOLF Channel Broadcast (Live)

Saturday, August 26

Gates Open at 10 a.m.

12:20 – 3 p.m.	Third Round of Competition – Tee Times (Approximate)
1 – 3 p.m.	GOLF Channel Broadcast (Live)
1 – 4 p.m.	GSGA Putting Experience supported by PGA TOUR Superstore
3 – 7 p.m.	CBS Broadcast (Live)

### Sunday, August 27

Gates Open at 10 a.m.

10 a.m.	PGA TOUR Superstores GSGA Junior Skills Challenge
11:20 a.m. – 2:00 p.m.	Final Round of Competition – Tee Times (Approximate)
12 – 1:30 p.m.	GOLF Channel Broadcast (Live)
1 – 4 p.m.	GSGA Putting Experience supported by PGA TOUR Superstore
1:30 – 6 p.m.	CBS Broadcast (Live)
6 p.m.	Closing Ceremony – 18th Green

## **COMPETITION**

The TOUR Championship is the PGA TOUR season’s Moment of Truth. Only the 30 best players on the PGA TOUR in a given year advance to the season finale at East Lake Golf Club where one player is crowned the FedExCup champion and receives the \$18 million bonus that comes with it.

Qualifying for the TOUR Championship is a common goal shared by every member of the PGA TOUR, from those competing in their rookie year to the world’s top-ranked players.

**NEW in 2023:** It is harder than ever to qualify for the FedExCup Playoffs. In the past, the top 125 players qualified for the first Playoffs event. Beginning in 2023, that number is shrinking to only the top 70, placing more of an emphasis on Regular Season performance.

The FedExCup Playoffs begin with the top 70 in the FedExCup standings qualifying for the first event at FedEx St. Jude Championship in Memphis, Tennessee. The top 50 move on to the BMW Championship in Chicago before the top 30 earn the coveted invitation to compete in the TOUR Championship.

### **Starting Strokes Format**

The top-30 players in the FedExCup standings through the previous week’s BMW Championship officially qualify for the TOUR Championship in Atlanta. To determine the FedExCup champion in Atlanta, the PGA

TOUR institutes a strokes-based bonus system – Starting FedExCup Strokes – related to the FedExCup standings through the BMW Championship.

The FedExCup points leader after the first two Playoffs events will begin the TOUR Championship at 10-under par. The next four players will start at 8-under through 5-under, respectively. The next five will begin at 4-under, regressing by one stroke per five players until those ranked Nos. 26-30 start at even par.

Standings Position	FedExCup Starting Strokes
1	-10
2	-8
3	-7
4	-6
5	-5
6-10	-4
11-15	-3
16-20	-2
21-25	-1
26-30	Even

The player with the lowest total score after four rounds including FedExCup Starting Strokes is the FedExCup champion and is credited with an official victory in the TOUR Championship competition.

Aside from the coveted trophy, the FedExCup champion will now receive \$18 million, an increase from the \$10 million prize from previous years.

**Remember Last Year?** Rory McIlroy started six strokes behind Scottie Scheffler and opened with a triple bogey to sit nine strokes off the lead. McIlroy clawed his way back and captured the lead for the first time with one hole to play on Sunday.

### **FedExCup Champions**

Since the PGA TOUR introduced the FedExCup competition in 2007, several of the game's biggest names have hoisted the unique Tiffany Co. trophy at East Lake Golf Club. In 2022, Rory McIlroy won his third FedExCup, breaking the tie between him and Tiger Woods.

2007 – Tiger Woods  
2008 – Vijay Singh  
2009 – Tiger Woods  
2010 – Jim Furyk  
2011 – Bill Haas  
2012 – Brandt Snedeker  
2013 – Henrik Stenson  
2014 – Billy Horschel  
2015 – Jordan Spieth  
2016 – Rory McIlroy  
2017 – Justin Thomas  
2018 – Justin Rose  
2019 – Rory McIlroy

2020 – Dustin Johnson  
2021 – Patrick Cantlay  
2022 – Rory McIlroy

### **Calamity Jane**

Along with the FedExCup, the champion receives a Sterling Silver replica of the Calamity Jane, the namesake of the putter used by legendary golfer Bobby Jones who called East Lake home and made history by winning the Grand Slam in 1930 and capturing all four major championships in the same year.

The tradition began in 2005 when East Lake Golf Club first started presenting the champion with the replica putter.

## **Tickets**

### **Daily Grounds Tickets**

Daily Grounds Tickets for the 2023 TOUR Championship are one of the best ways to have the ultimate experience at East Lake Golf Club for an affordable price!

The TOUR Championship has become Atlanta's must-attend outdoor sporting event of the summer, with something for every fan to enjoy. Daily Grounds ticketholders gain access to several unique, open-to-the-public venues throughout the golf course, including the all-new ATL Grove, Tito's Stillhouse Lounge, Coca-Cola Lounge, Back Nine Brews and The Deck presented by Maestro Dobel Tequila.

\*Grounds tickets are dynamically priced and can fluctuate based on market demand.

### **Digital Ticket Distribution**

The TOUR Championship has gone mobile! Follow the below steps to manage your tickets via your mobile device.

2) Visit and log in to the TOUR Championship ticket page

2) Download your ticket(s) to your mobile wallet

Upon arrival, make sure you have your tickets pulled up in your mobile wallet and ready to be scanned.

### **Military and Veteran Ticket Policy**

Military Tickets: All active, retired, reserve and National Guard members verified through the military identification system and one dependent are provided access to complimentary tickets

Wednesday, August 23, as well as one competition day, Thursday-Sunday, August 24-27. Tickets are available while supplies last.

Veteran Tickets: Veterans verified through the military identification system and one dependent are provided access to discounted tickets Wednesday, August 23 as well as one competition day, Thursday-Sunday. Tickets are available while supplies last.

[Click here to reserve your complimentary tickets.](#)

### **Youth Ticket Policy**

Those looking for an activity the entire family can enjoy should look no further than the TOUR Championship. The Youth Ticket Program offers a maximum of two children ages 15 and under to be admitted free per one ticketed adult (applies to grounds access only).

Families need only to show up at any tournament gate to receive complimentary youth tickets; no pre-registration is required.

### **Student Ticket Offer**

NEW in 2023, the TOUR Championship has announced its first-ever Student Ticket Offer to provide those at regional colleges and universities the opportunity to attend the TOUR Championship at a lower cost.

Any student with a valid .edu email address can access a special discounted ticket offer on a first-come, first-serve basis for any of the competition days at East Lake Golf Club, Thursday, August 24 – Sunday, August 27.

In addition to the discounted tickets, each purchase comes with a 25-percent discount code to Summit Brand Golf Apparel (B. Draddy, Fairway and Greene, EP New York and Zero Restriction) where fans can get TOUR Championship and Collegiate golf apparel to wear at the tournament. Discount codes will be delivered via confirmation email.

[Click here to access the TOUR Championship Student Ticket Offer.](#)

### **Parking & Transportation**

#### **Rideshare**

Considered the preferred method of transportation for the TOUR Championship, rideshare offers convenience and efficiency for getting to and from East Lake Golf Club, regardless of where fans reside in the Metro Atlanta area. Simply enter "TOUR Championship" as the destination to be directed to the designated lot.



With a dedicated drop-off and pick-up area at the Drew Charter School, located across the street from the 13th fairway at East Lake Golf Club, fans are just a few steps away from the golf action after entering through the Rideshare Gate. Once on site, the closest fan experience area is the popular SO Cool Zone, located near the 15th green and complete with several local food vendors.

As the day at East Lake Golf Club comes to an end, fans can rest in the climate-controlled Rideshare Lounge as they wait for their ride home.

### **General Parking**

An alternative option for traveling to East Lake Golf Club is to purchase a General Parking pass for \$20 (plus taxes and fees, limit 2 per person, per day), which offers air-conditioned shuttle buses to the TOUR Championship from the Georgia World Congress Center from Wednesday, Aug. 23 through Sunday, Aug. 27.

Fans must reserve general parking passes in advance; passes will not be available for purchase at the parking lots. \*\*Passes can be purchased here.

Wednesday-Sunday: Georgia World Congress Center, **362 Ivan Allen Jr Blvd. (Yellow Lot and Marshalling Yard Lot)**

## **FAN EXPERIENCE**

### **Power of the Grounds Ticket**

Where else can you get within a few feet of the world's best golfers for around \$100 and still have free access to great amenities like the the all-new ATL Grove, Bushmills Irish Whisky Bar, SO Cool Zone, The Deck presented by Maestro Dobel Tequila, Tito's Stillhouse Lounge, Coca-Cola Lounge, Peachtree Porch presented by Mastercard & Capital One Business, Back Nine Brews and enjoy upgraded menus from local partners like Farm Burger, Universal Joint, Fox Bros. Bar-B-Q?

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. For a young family wishing to attend the tournament, the parents only need to take care of their own tickets! Per the TOUR Championship's Youth Ticket Program, up to two (2) youth 15 and under are admitted free per ticketed adult.

### **STORY IDEAS:**

It's staggering how many open-to-the-public venues are on the grounds at the TOUR Championship. Provide the full list so readers and followers get a sense of where they can hang out once they arrive on site at East Lake Golf Club.

Publish a punch list of suggested spots to watch golf, venues to visit, food to taste while on site to make it easier for fans who are planning their trip, or:

Highlight one venue per day through social media that fans should check out if they are attending the tournament that day. We can provide photos and additional information on each venue to help build these profiles.

#### Open-to-the-Public Venues

It's amazing the access fans have with just a grounds ticket. Here are the venues anyone can pop in and check out!

#### **NEW: The ATL Grove**

Making their debut at the TOUR Championship, Atlanta-based Farm Burger will be the focal point of the all-new ATL Grove at the 6th Green, where fans can pair views of the city skyline with this exciting par 5. Be sure to try Farm Burger's signature "Grove Burger," created specifically for the TOUR Championship. And to drink? Meiomì will be serving signature wine samplings as well as some special sangria to keep everyone cool.

#### **The Grove Burger**

A 50/50 bacon grassfed patty blended with jalapeño and sweet white onion topped with cheddar and a summer pickle relish.

#### **NEW: 1st Tee Seating**

The TOUR Championship has made it easier than ever for fans to post up on the 1st tee and watch all 15 groups begin their round at East Lake Golf Club. Thanks to a new double-decker buildout, those Daily Grounds ticketholders have access to the second floor and the Shaded Bleachers presented by NetJets, making the 1st Tee a spot to check out during the TOUR Championship.

While sitting in the shade at the 1st Tee, fans will also have access to a new beverage concession area at the top of the grandstand, along with seating options, providing a unique vantage point to the start of the round.

As an enhancement to the Shaded Bleachers presented by NetJets, the 1st Tee experience will also feature a video board to highlight the best players in the world and inject even more excitement to the area. From the Hope Tee Shot Ceremony to start the round on Thursday through the last tee time on Sunday, the 1st tee will be the place to be at the TOUR Championship.

#### **SO Cool Zone presented by Southern Company**

Take a stroll through the SO Cool Zone presented by Southern Company near the 15th and 14th greens, where shade sails, lounge furniture and misters will keep guests cool as they watch the telecast on the big screen. While there, fans can grab a bite from Fox Bros. Bar-B-Q, Universal Joint, and Henri's Bakery! After lunch, the PGA TOUR Fan Shop is there to handle all shopping needs! For a selfie suggestion, snap a photo with the Payne Stewart Award, which is annually

awarded during TOUR Championship week to the player who exhibits the values of character, charity and sportsmanship.

Have the kids in tow? In partnership with Georgia Aquarium, fans will get to see and interact with some of the animals that can be found within the Southern Company River Scout Gallery at the Georgia Aquarium. Animals expected to make an appearance include the ball python, box turtles, a sloth and more!

### **PGA TOUR Fan Shop**

Located inside the SO Cool Zone adjacent to the 14th fairway and 15th green, fans will immediately flock to the PGA TOUR Fan Shop where they can stock up on the newest TOUR Championship gear as well as the unique and sought-after ATL-FedExCup branded designs.

New inside the PGA TOUR Fan Shop is **Trap Golf**, a golf apparel company started by Georgia native Aaron Munn that is on a mission to diversify the game through culture, art and education. Through their unique styles and designs, Trap Golf is aiming to be a voice and amplification platform for more urban expression in golf.

### **Tito's Stillhouse Lounge**

Located within the SO Cool Zone in the largest fan hub on course – and sure to be popular among the thirsty crowd – the Tito's Stillhouse Lounge will be open to all spectators, ages 21 and over. The Tito's Stillhouse Lounge gives fans the chance to try the TOUR Championship's signature cocktail – “The Calamity Jane!”

The Calamity Jane is light and refreshing, perfect for the summertime. With such carefully chosen ingredients to maximize flavor, including Gold Peak Peach Tea, Topo Chico and ginger beer, the Calamity Jane deserves to be served in an equally grand cup and fans can enjoy it that way in a one-of-a-kind TOUR Championship YETI tumbler, which is available in all public bars on course.

### **Coca-Cola Fan Lounge**

Proud Partner Coca-Cola is bringing back its front-nine fan area open to all ticketholders dubbed the Coca-Cola Fan Lounge. Located adjacent to the 8th green, the Coca-Cola Fan Lounge is a tented structure with stadium views of the 8th green equipped with several fan activations and games.

Fans will have popular, returning local food options in the space, with Hattie B's Nashville Hot Chicken and authentic Mexican cuisine from D Boca N Boca on hand.

### **Peachtree Porch presented by Mastercard and Capital One Business**

The Peachtree Porch presented by Mastercard and Capital One Business and its viewing platform overlooking the 8th fairway is back at the TOUR Championship with its picturesque views. Located within the Peachtree Porch are two small businesses that are local to Atlanta –

Local Green and Kayla's Italian Ice! Be sure to stop by and show support for these up-and-coming brands.

### **The Deck presented by Maestro Dobel Tequila**

Come to cool off and stay for the spectacular views of the Practice Range and the historic East Lake Clubhouse. Located near the 16th tee and directly across from the Practice Range, the The Deck presented by Maestro Dobel Tequila offers spectators a unique perspective as the world's best players warm up prior to their tee time. A covered patio built overlooking the pond features a Maestro Dobel Bar along with a large concessions area, outdoor seating, televisions to keep up with the telecast and charging stations.

### **Back Nine Brews**

The TOUR Championship is proud to once again announce the return of Back Nine Brews, a craft beer destination from Michelob ULTRA located near the 18th tee and in close proximity to the Rideshare Gate adjacent to the 13th fairway. Several games and activities will be available for fans to enjoy at this outdoor get-together.

For a food option, Go Dog! is back for a third year at the TOUR Championship, serving up their unique twists on a classic!

### **ULTRA HOUR**

If you're coming out to Back Nine Brews on Saturday, be sure to be around at 2-3 p.m. for ULTRA HOUR, where fans will receive \$2.60 off Michelob ULTRA in honor of the 2.6 carbs in each Michelob ULTRA.

### **Bushmills Irish Whiskey Bar**

Located at the third hole, the Bushmills Irish Whiskey Bar offers an array of Irish Whiskeys from the world's first licensed whiskey distillery, while also featuring their signature cocktail, the Juicy Lie – a refreshing drink perfect for the Atlanta heat. While there, you can walk through the history of their one-of-a-kind single malts with their very own whiskey educator. Bushmills Irish Whiskey is the official whiskey of the PGA TOUR.

### **PGA TOUR Training presented by NOBULL**

Fans can flock to near the 6th tee and 7th green to see how the pros train at PGA TOUR Training presented by NOBULL. Here, be sure to check out some sweet gear from brands like NOBULL, WHOOP, and Hyperice, which PGA TOUR players rely on to be their best.

To keep everyone's competitive spirit high, there will be a closest-to-the pin competition on the simulator within the space, with the winners receiving some free gear from NOBULL, WHOOP and Hyperice. (psst...the winner of the week received a WHOOP 4.0 and free 12-month membership!)

### **FOOD PARTNERS**

The TOUR Championship annually welcomes several of Atlanta's food staples inside the gates of East Lake Golf Club to serve their delicious fare to spectators. Here is the official lineup for 2023 along with their location on course:

**NEW: Farm Burger**

Making their debut at the TOUR Championship, Atlanta-based Farm Burger will be the focal point of the all-new ATL Grove at the 6th Green, where fans can pair views of the city skyline with this exciting par 5. Be sure to try Farm Burger's signature "Grove Burger," created specifically for the TOUR Championship. And to drink? Meiomi will be serving their signature wines as well as some special sangria to keep everyone cool.

Location: ATL Grove – 6th Green

**NEW: Local Green**

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Location: Peachtree Porch presented by Mastercard and Capital One Business – 8th Fairway

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Italian Ice in the summer? It's a match made in heaven. This mother-daughter duo will keep fans cool and refreshed as they walk the grounds of East Lake Golf Club sampling the unique flavors from Kayla's Italian Ice.

Peachtree Porch presented by Mastercard and Capital One Business – 8th Fairway

**Hattie B's Nashville Hot Chicken**

The perfect fried chicken can be yours at the TOUR Championship. Stop by and visit the popular Coca-Cola Lounge to taste for yourself.

Location: Coca-Cola Lounge – 8th Green

**D Boca N Boca**

Bringing their lively taqueria and gastropub vibe back to East Lake Golf Club in a new location, D Boca N Boca will serve up some of their traditional Mexican fare. Did we mention Mexican meatballs?

Location: Coca-Cola Lounge – 8th Green

**Universal Joint**

Known for their friendly, laid-back neighborhood atmosphere, U Joint's menu at the TOUR Championship will mirror their personality, with items including smoked wings, tacos and brisket nachos.

Location: SO Cool Zone – 14th fairway/15th green

### **Henri's Bakery & Deli**

Back to whip up some of its delicious handmade sandwiches and a few of its tasty desserts! Henri's has everything fans need in one convenient spot within the SO Cool Zone.

Location: SO Cool Zone – 14th fairway/15th green

### **Fox Bros. Bar-B-Q**

An Atlanta staple, Fox Bros. Bar-B-Q and the TOUR Championship go hand in hand, with the iconic barbecue joint serving up the city's golf fans for years. Make sure to check them out in their traditional SO Cool Zone location all week long.

Location: SO Cool Zone – 14th fairway/15th green

### **Go Dog!**

There's nothing like a twist on a classic, and Go Dog! goes above and beyond with their creations! Paired nicely with a craft beer, fans can find this returning food partner in a new location at the happening Back Nine Brews location.

Location: Back Nine Brews – 18th Tee / 13th Fairway

### **Proof of the Pudding – Tournament Catering Partner**

The local Atlanta flair is even present in the TOUR Championship's catering partner, Proof of the Pudding, which manages all of the general concessions at East Lake Golf Club during tournament week. This awarded group services PGA TOUR events all over the country but gets to have a much-anticipated home game each year during the TOUR Championship.

## **CHARITY**

Proceeds from this year's TOUR Championship will benefit five Atlanta-based nonprofits: East Lake Foundation, Focused Community Strategies, Grove Park Foundation, Purpose Built Schools Atlanta and First Tee – Metro Atlanta. The collective work of all three communities (East Lake Foundation, Grove Park Foundation, Focus Community Strategies) within the Purpose Built Communities (see below) network is proof that communities that have experienced disinvestment and lack of opportunities for decades can be transformed into neighborhoods where children and families thrive and experience increased upward mobility, improved educational and health outcomes, and greater racial equity.

Over the last decade, more than \$48 million in proceeds from the TOUR Championship has been donated to the Atlanta community, including last year's contribution of more than \$5.5 million

to the charitable beneficiaries including the East Lake Foundation, Grove Park Foundation, Purpose Built Schools Atlanta and The First Tee – Metro Atlanta.

**Available for interviews:**

East Lake Foundation, President and CEO, Illy Askia.

East Lake Foundation, COO, Catherine Woodling.

FCS, Grove Park Foundation, and/or Purpose Built Schools Atlanta Leadership

Carol Naughton, Chief Executive Officer – Purpose Built Communities

**East Lake Foundation**

The East Lake Foundation was formed in 1995 to revitalize the East Lake neighborhood and transform it into a vibrant community where all residents can thrive utilizing a holistic model for community revitalization that includes mixed-income housing, cradle-to-college education, community wellness and economic vitality.

For nearly 30 years, the Foundation has proven that working with residents and public and private partners, while providing the right combination of comprehensive programs and services, is transformative for the community.

The East Lake Foundation works with key partners to deliver and support a wide range of programs, including early childhood education; supplemental enrichment at Drew Charter School; college and career readiness and scholarships; entrepreneurship, work readiness and financial literacy training for adults; golf and life skills instruction; and healthcare access and education. Together we are working to ensure that the East Lake neighborhood is recognized for what is possible and not defined by its past.

The Foundation's success has served as a blueprint for a national model of holistic community revitalization through Purpose Built Communities. Today, there are 27 Purpose Built Communities across the country, including two additional communities in Atlanta (the Grove Park Foundation and Focus Communities Strategies), all of which are successfully creating opportunities for resident and building strong, equitable and economically diverse communities.

**The Trust at East Lake**

The East Lake Foundation, with the support of the TOUR Championship, is a philanthropic partner of The Trust at East Lake project, a 40-townhome development spearheaded by the Atlanta Land Trust. The project is being aided by the TOUR Championship's charitable donation and will help provide permanently affordable homeownership for East Lake residents beginning in the fall of 2025.

The Trust at East Lake project will help further the Foundation's efforts to expand affordable housing availability in the East Lake community and empower families to pursue economic vitality for themselves and future generations through affordable homeownership.

**East Lake's transformation includes:**

Educating more than 2,200 students a year from 6 weeks old through high school

850+ apartments in mixed-income rental communities.

40 for-sale permanently affordable townhomes at the Trust at East Lake (under construction)

98% High School Graduation rate – Drew Charter School Class of 2023

Available for an interview:

Drew Charter School's Head of School, Peter McKnight, and/or a Drew Student

Villages of East Lake Resident and Future Resident at the Trust at East Lake, Alicia Dawkins

To view a 90 second overview of the East Lake Foundation's work, visit

<https://youtu.be/ay5360eE0AI>.

To view a two-minute overview of the East Lake Foundation's work, visit <http://bit.ly/ELF2min>

**STORY IDEAS:**

- Interview East Lake Foundation President & CEO, Ilham Askia, about her first TOUR Championship, new strategic plan and mission, and the addition of the Economic Vitality pillar.
- Interview East Lake Foundation COO, Catherine Woodling, or Amanda Rhein, Executive Director of the Atlanta Land Trust, about the Trust at East Lake and milestones surrounding the new affordable housing:
  - 8 of the 40 under contract
  - Construction progress
- Interview a family/resident who is moving into The Trust at East Lake who will benefit from this housing.
- Interview former Drew Charter School golfers about the influence of the golf course on their love of the game, reflecting on memories of the course before it closes.
- Interview Lillian Giornelli, daughter of Tom Cousins (Founder of East Lake Foundation) and Shannon Longino, granddaughter of Eva Davis, about East Lake's history.
- Interview other Atlanta-area beneficiaries about how the TOUR benefits all of Atlanta.
- Interview a legacy family/resident from the Villages who can share perspective on how the neighborhood has evolved.

**Purpose Built Communities**

The community revitalization started by the East Lake Foundation in 1995 created a national model for transforming neighborhoods. In 2009, Warren Buffett and Julian Robertson joined Tom Cousins in founding Purpose Built Communities, a nonprofit that provides local leaders pro-



bono support to implement the successful holistic model of neighborhood transformation that began in East Lake.

The Purpose Built Communities Model relies on four pillars:

Mixed-income housing and infrastructure

Educational opportunities from cradle-to-college

Community wellness activities such as physical/mental health and wells, access to health care supportive service, and recreational activities

Economic Vitality including entrepreneurship, career readiness and financial literacy.

More information on Purpose Built Communities can be found at [www.purposebuiltcommunities.org](http://www.purposebuiltcommunities.org).

Available for an interview:

Carol Naughton, Chief Executive Officer – Purpose Built Communities

Michelle Matthews – Executive Vice President of Strategy and Impact – Purpose Built Communities

### **Expanded Philanthropic Impact of TOUR Championship**

In addition to the East Lake Foundation, this year's tournament will support two new neighborhood-based nonprofit organizations in Atlanta, the Grove Park Foundation and Purpose Built Schools Atlanta. Grove Park Foundation is part of the Purpose Built Communities national network, which was launched in 2009 and is replicating the success of the East Lake Foundation in 19 neighborhoods beyond East Lake across the country. Purpose Built Schools Atlanta was established to replicate the innovative educational model established at Drew Charter School at four schools in the Atlanta Public School's Carver Cluster.

10% of net proceeds this year will go to Grove Park Foundation and Purpose Built Schools Atlanta with the remaining 90% to sustain the East Lake Foundation's continued work. Over time, an increased percentage of the proceeds will benefit Grove Park Foundation and Purpose Built Schools Atlanta.

Grove Park Foundation will bring best practices and lessons learned from East Lake to the Grove Park neighborhood on Atlanta's west side.

Purpose Built Schools Atlanta will bring best practices and lessons learned from Drew Charter School to Atlanta Public School's Carver Cluster, serving two elementary schools, a middle school and a high school across Historic South Atlanta and adjacent neighborhoods.

Expanding to support additional organizations allows the TOUR Championship to connect more communities and organizations engaged in holistic community revitalization to each other and to one of the greatest annual sporting events in Atlanta.

**Charles R. Drew Charter School in East Lake**

Drew Charter School educates, nurtures, and empowers all students to achieve their full potential and is an integral part of the neighborhood revitalization strategy, led by the East Lake Foundation. 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 for all students.

When the school opened in 2000, Drew ranked last in the Atlanta Public Schools. Now, Drew students continue to perform at very high levels across all subjects and grades. Drew Charter was recognized as the 2020 Georgia Charter School of the Year.

In 2010, Drew launched an innovative academic model known as STEAM (Science, Technology, Engineering, Arts and Mathematics); this forward-thinking curriculum prepares Drew students to compete with top students locally, regionally, and nationally.

Nearly 100% of the students in Drew Charter School's first five senior classes graduated and had a post-secondary plan for college or career. 98% of the Class of 2023 graduated on time. In May of 2019, Drew Charter School's Varsity Boys Golf Team made history by winning the Class A Public State Championship. They were the first Atlanta Public School team to win a State Championship in Golf and the first all African-American team and coaches to win a State Championship in Golf in the State of Georgia.

#### STORY IDEAS:

- Interview Drew Golf Team alums Christopher McCrary Georgia Institute of Technology, and Solomon Dobbs, Morehouse Golf team member. "Where are they now?" type piece.
- Follow Drew student correspondents along as they capture unique TOUR content.  
\*\*New – Cox-Pre K Fellowship Interview (both of the inaugural positions were filled by Drew Alumni)
- Please contact Catherine Woodling ([cwoodling@eastlakefoundation.org](mailto:cwoodling@eastlakefoundation.org)) or Claire Charhon ([ccharhon@jacksonspalding.com](mailto:ccharhon@jacksonspalding.com)) to learn more and connect with leadership from Grove Park Foundation, Focused Community Strategies and Purpose Built Schools Atlanta.

#### **First Tee – Metro Atlanta**

The mission of First Tee – Metro Atlanta is to positively impact the lives of Metro Atlanta's young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

Each year, two members of the First Tee® of Metro Atlanta is selected to hit the HOPE Tee Shot on Thursday prior to the opening round of the TOUR Championship. The tee shot is a symbol and reminder of the hope that continues to build throughout the East Lake community as a result of the East Lake Foundation's neighborhood revitalization efforts.

Each year, both honorees emerge from an intense selection process comprised of a golf competition, essay contest and interviews with tournament leadership.

For the second time in 2023, the tournament will provide a \$5,000 scholarship for each of the two HOPE Tee Shot honorees on behalf of TOUR Championship Proud Partner Accenture.

### **Meet the 2023 Honorees:**

#### **Elsie Husted**

Husted, a rising senior at Drew Charter School, has been a member of First Tee – Metro Atlanta for eight years, and has some experience hitting shots in front of a crowd at East Lake Golf Club. In 2022, she was invited to participate in the TOUR Championship Charity Challenge during tournament week, where she and other local First Tee participants hit shots on the par 3s in place of the Charity Challenge competitors.

Off the golf course, Husted can be found getting lost in a good book or watching her favorite player, Rory McIlroy, compete on the PGA TOUR.

#### **Josh Mitchell**

Mitchell, a rising senior at Riverwood International Charter School, has been envisioning his chance to hit the HOPE Tee Shot even since he took up golf and First Tee in 2019. Josh has proven to be a quick learner, having seen incredible improvement in his scores while relying on Perseverance – one of First Tee’s Nine Core Values – to help him overcome the setbacks that come with playing competitive golf.

Mitchell’s favorite PGA TOUR player is Scottie Scheffler and looks up to his mother and grandfather as the most influential people in his life.

#### **Grove Park Foundation**

Overview: Using the Purpose Built Communities model, Grove Park Foundation is working with the residents in Atlanta’s west side Grove Park neighborhood in a partnership model to bring about equitable and sustainable transformation that preserves and builds community. The foundation is committed breaking the generational cycle of poverty through efforts that will build an A+ cradle-to-college education pipeline, develop affordable and mixed income housing, and implement community health and wellness programs and facilities. Building on the neighborhood’s strengths and needs, Grove Park Foundation is focused on creating a healthy community in all respects—financial, professional, educational, physical and social. Our work is achieved through partnerships with public, private and non-profit partners, and by attracting investment to support arts, affordable health care and bringing jobs and a “main street” economy back to life along the Donald Lee Hollowell Parkway corridor.

#### **Volunteers**

TOUR Championship volunteers help organize, coordinate, and manage the event in various capacities which allows the event to donate back to the community. A total of more than 1,300 volunteers give a total of nearly 19,000 hours dedicated to supporting the TOUR Championship.

In 2023, Georgia Urology and Boston Scientific will once again return as sponsors of the tournament's Volunteer Headquarters, which serves as the hub of activity for more than 1,300 volunteers as they fuel up ahead of a big day or unwind and recap the sights and sounds around East Lake Golf Club.

From Gallery Management Ambassadors to youth standard bearers, TOUR Championship volunteers help organize, coordinate, and manage the event in various capacities that allows the event to donate back to the community. Since first being played at East Lake in 1998 the TOUR Championship has given back more than \$48 million to charity – including a record \$5.5 million from the 2022 event – and supporting the event's five charitable beneficiaries: East Lake Foundation, First Tee – Metro Atlanta, Grove Park Foundation, Focused Community Strategies and Purpose Built Schools Atlanta.

"Giving back remains a driving force behind Georgia Urology's overall mission," said Dr. Carl Capelouto, a senior urologist with Georgia Urology, "and the volunteerism at the TOUR Championship enables the tournament to do phenomenal work for the community. This echoes the practice's values, which inspires us to continue to offer our unwavering support."

"Our volunteer force is what brings the TOUR Championship to life," said Alex Urban, Executive Director of the TOUR Championship. "The support from Georgia Urology and Boston Scientific is so impactful to ensure our volunteers have a memorable TOUR Championship experience while helping us continue to drive meaningful dollars back to our charitable beneficiaries."

Story Idea:

Speak with any of the few volunteers who have been working the TOUR Championship since the event was first staged in 1998. Visit them at their assigned position and ask them to recall their favorite TOUR Championship memories from over the years.