



PROUD PARTNERS

2024 Story Ideas Deck

# TOUR CHAMPIONSHIP

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## General Information

<u>DATE</u>	August 28 – September 1, 2024
<u>LOCATION</u>	East Lake Golf Club Atlanta, Georgia
<u>GOLF COURSE ARCHITECT</u>	Tom Bendelow/1908 Redesign: Donald Ross/1913 Restoration: Rees Jones/1994 Restoration: Andrew Green/2024
<u>PAR/YARDAGE</u>	Par: 35-36 – 71/7,490 yards
<u>DEFENDING CHAMPION</u>	Viktor Hovland, -27 (Starting FedExCup Strokes: -8)
<u>FORMAT</u>	Four-day, no-cut, 72-hole stroke-play competition comprised of the top 30 players from the FedExCup standings
<u>FEDEXCUP BONUS POOL</u>	\$100 million; \$25 million to winner

TICKETS Tickets to the TOUR Championship are available at [TOURChampionship.com](https://www.tourchampionship.com)

TELEVISION Coverage of the TOUR Championship is available across 200+ countries and territories in 27 languages via 43 local broadcast partners.

<u>Date</u>	<u>Time</u>	<u>Broadcast</u>
<b>Thursday, August 29</b>	1 – 6 p.m.	Golf Channel
<b>Friday, August 30</b>	1 – 6 p.m.	Golf Channel
<b>Saturday, August 31</b>	1 – 2:30 p.m. 2:30 – 7 p.m.	Golf Channel NBC
<b>Sunday, September 1</b>	12 – 1:30 p.m. 1:30 – 6 p.m.	Golf Channel NBC

IMPACT Proceeds from the TOUR Championship directly impacts the Metro Atlanta community. The championship has raised more than \$54 million in charitable funds since 1998 and proudly supports the East Lake Foundation, Focused Community Strategies, the Grove Park Foundation, Purpose Built Schools Atlanta, and First Tee-Metro Atlanta. The 2023 event raised over \$6.96 million, marking the largest community impact figure donated from the championship to date.

MORE INFORMATION Visit [TOURChampionship.com](https://www.tourchampionship.com) or follow @TOURChamp on [Facebook](https://www.facebook.com/tourchampionship) and [X](https://twitter.com/tourchampionship), and @tourchampionship on [Instagram](https://www.instagram.com/tourchampionship)

# TOUR Championship 101

## FedExCup Playoffs Finale

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

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

The TOUR Championship has been held 23 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 FedExCup 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 in Nos. 26-30 start at even par.

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 \$100 million purse, with the FedExCup Champion taking home \$25 million as the PGA TOUR season champion. Viktor Hovland claimed his first FedExCup title in 2023.

## 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. . In 2024, East Lake Golf Club underwent an extensive course restoration by designer Andrew Green to bring the course back to its "Golden Age."

East Lake was home to 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.

## Tickets and Hospitality

### Daily Grounds Tickets

Daily Grounds tickets for the 2024 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.

Tickets are dynamically priced, so fans are encouraged to purchase early to secure the lowest available price.

### Military and Veteran Ticket Programs

Complimentary admission will be provided to active duty, retired, reserve, and National Guard members and one dependent for Wednesday, August 28, and the option for two complimentary tickets for one of the competition days from Thursday to Sunday (Aug. 29-Sept. 1).

Discounted admission will be provided to veterans and one dependent on Wednesday (\$15+ taxes and fees), and up to two discounted tickets for one of the competition days from Thursday to Sunday (\$45+ taxes and fees).

NEW IN 2024: On Wednesday, August 28, active duty, retired, reserve and National Guard members will receive a 20% discount in the PGA TOUR Fan Shop (must have valid military I.D.).

### Youth Ticket Program

Those looking for an activity for 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 daily grounds access only).

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

### The Georgian presented by PGA TOUR Superstore

NEW FOR 2024 – The Georgian presented by PGA TOUR Superstore delivers a premium experience featuring all-inclusive food and beverage within a climate-controlled structure with expansive patio seating set amongst a pivotal section of the course, Nos. 8 and 9, and includes panoramic views towards No. 1 tee and the iconic East Lake Clubhouse.

With its central course location, the Georgian presented by PGA TOUR Superstore is the ideal place to be amidst the golf action. Ticket packages start at two (2) tickets per day Thursday through Sunday.

### Starter Lounge presented by NetJets

Experience the TOUR Championship like never before! The Starter Lounge presented by NetJets is a unique shared hospitality venue located on the ground floor of No. 1 tee

providing front row access to one of the most pressure-packed walks in the game of golf. Each ticket includes food and beverage throughout the day.

### Michelob ULTRA Athletic Club

Situated in the central part of the iconic East Lake Golf Club, the ULTRA Athletic Club is an open-air shared hospitality venue located near No. 16 tee with views towards the driving range. Tickets to the ULTRA Athletic Club are inclusive of beer and seltzer with food and other beverages available for purchase. Open from Wednesday to Sunday, ULTRA Athletic Club is the perfect spot to feel part of the TOUR Championship action.

## Parking and Transportation

### Rideshare Gate presented by Atlanta Drive GC

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 toward the designated gate.

With a dedicated drop-off and pick-up area located on 2<sup>nd</sup> Avenue, fans are just steps away from the golf action through the Rideshare Gate presented by Atlanta Drive GC. As the day at East Lake Golf Club comes to an end, fans can rest in the Atlanta Drive GC Rideshare area as they way for their ride home.

### General Parking

An alternative option for traveling to the TOUR Championship is to purchase a General Parking pass for \$25 (plus taxes and fees, limit 2 per person, per day), which offers air-conditioned shuttle buses to East Lake Golf Club from two locations in Atlanta.

**Wednesday, Thursday, and Friday (Aug. 28-30):** Georgia World Congress Center located at 285 Andrew Young Blvd., Atlanta, GA 30313.

**Saturday and Sunday (Aug. 31 and Sept. 1):** Summerhill Parking Lots, the former Turner Field parking lots, located at 500 Hank Aaron Dr. SW, Atlanta, GA 30312.

## 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 \$25 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. It remains harder than ever to qualify for the FedExCup Playoffs. As the emphasis on Regular Season performance remains large with only the top 70 players qualifying for the first Playoffs event.

The FedExCup Playoffs begin with the top 70 in the FedExCup standings qualifying for the first event at the FedEx St. Jude Championship in Memphis, Tennessee. The top 50 move on to the BMW Championship in Denver 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, 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.

<b>Standings Position</b>	<b>FedExCup Starting Strokes</b>
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 \$25 million, an increase from \$18 million prize from previous years.

### 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 2023, Viktor Hovland earned his first career FedExCup title.

2007 – Tiger Woods	2016 – Rory McIlroy
2008 – Vijay Singh	2017 – Justin Thomas
2009 – Tiger Woods	2018 – Justin Rose
2010 – Jim Furyk	2019 – Rory McIlroy
2011 – Bill Haas	2020 – Dustin Johnson
2012 – Brandt Snedeker	2021 – Patrick Cantlay
2013 – Henrik Stenson	2022 – Rory McIlroy
2014 – Billy Horschel	2023 – Viktor Hovland
2015 – Jordan Spieth	

### 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.

## 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 ATL Grove, The Landing, SO Cool Zone, Coca-Cola Café, Foodies & Fairways presented by Mastercard and Capital One Business, and enjoy upgraded menus from local partners like Farm Burger, Universal Joint, and 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 championship, the parents only need to take care of their own tickets! Per the TOUR Championship's Youth Ticket Program, up to two (2) youth ages 15 and under are admitted free per one (1) ticketed adult.

### ATL Grove

Atlanta-based Farm Burger returns as the focal point of the ATL Grove at No. 6 green and No. 7 tee, where fans can pair views of the city skyline with this exciting playing hole. Be sure to try Farm Burger's signature "Grove Burger," created specifically for the TOUR Championship, which is 50/50 bacon grassfed patty blended with jalapeno and sweet white onion topped with cheddar and a summer pickle relish.

ATL Grove is the perfect place to great food, drinks and a relaxing atmosphere with picnic tables and televisions to keep up with the golf and football action. Don't miss out on drink specials only available during the Georgia vs. Clemson kick-off game!

### No. 1 Tee Seating presented by NetJets

The TOUR Championship has made it easier than ever for fans to post up on the No. 1 tee and watch all 15 groups begin their rounds at East Lake Golf Club. Thanks to the return of this double-decker buildout, those Daily Grounds ticketholders have access to the second floor and the Shaded Bleachers presented by NetJets, making the No. 1 tee a spot to check out during the TOUR Championship.

While sitting in the shade at the No. 1 tee, fans will also have access to a beverage concession area at the top of the grandstand, along with seating options, providing a unique vantage point to the start of the round.

The Shaded Bleachers presented by NetJets also features 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 No.1 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 Nos. 14 and 15 greens, where shade sails, lounge furniture, water-refill stations, and misters will keep guests cool as they watch the telecast on the big screen.

While there, fans can grab a bit from Fox Bros. Bar-B-Q, Universal Joint, Poco Loco, and Henri's Bakery! After lunch, the PGA TOUR Fan Shop is there to handle all shopping needs from TOUR Championship gear to golf souvenirs. For a selfie suggestions, snap a photo with the Payne Stewart Award, which is annually awarded during the TOUR

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

The SO COOL Pavilion is the spot to charge up cell phones, cold down in air conditioning and experience what it means to be a First Tee Game Changer. Show off your golf swing and enjoy a snow cone before returning to the course.

Have 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 Georgia Aquarium.

#### PGA TOUR Fan Shop

Located inside the SO Cool Zone adjacent to No. 14 fairway and No. 15 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.

The PGA TOUR Fan Shop has expanded by 7,000 sq. feet for 2024 and includes gear from Rhoback, Greyson Clothiers, Peter Millar, and lululemon, among many more! Don't forget to check out the custom TOUR Championship and Atlanta collaborations with Eastside Golf, Trap Golf, Bogey Boys, and Barstool Sports.

#### Tito's Stillhouse Lounge

Located within the SO Cool Zone in the largest fan hub on course – and sure to be popular amongst the thirsty crowd – the Tito's Stillhouse Lounge will be open to all spectators. The Tito's Stillhouse Lounge gives fans the chance to try some of the TOUR Championship's best drinks: Tito's Transfusion, Tito's Lemonade Spritz, Tito's Tee Time and Tito's Watermelon Mule.

#### Visit Barbados

Visitors are invited to come and enjoy a taste of Barbados! They can savor delightful treats from Barbados' culinary ambassadors, play exciting games, win fabulous giveaways, and soak in the island vibes.

#### AWS

The same AWS cloud technology that powers the PGA TOUR is now in the hands of golf fans at East Lake Golf Club. Guests of all ages are invited to visit Amazon Web Services (AWS) in the SO COOL Zone and unleash your creativity to design your dream golf course. Step into the AWS space, follow the prompts on the screen, and walk away with your one-of-a-kind custom golf course art.

#### Tumi Trophy Case

As the Official Luggage Partner of the PGA TOUR, TUMI is no stranger to protecting precious cargo and is proud to debut the all-new TUMI 19 Degree Aluminum trophy case for the FedExCup Trophy. Both the case and the iconic trophy will be displayed for fans to admire and take photos with in the SO COOL Zone.

#### The Landing No. 17

A new addition to the TOUR Championship experience is The Landing, located on No. 17 fairway. This new fan location is the spot to be amidst the riveting final-three hole



stretch of golf at East Lake Golf Course. With five different fan venues set amongst a naturally shaded area sprinkled with picnic tables, it's a must-visit!

#### Coca-Cola Café

In collaboration with Proud Partner the Coca-Cola Company, the TOUR Championship is thrilled to debut its latest food and beverage offering, the Coca-Cola Float! These floats including Barq's Rootbeer Float and Fanta Orange Float, which can be enjoyed as a sweet treat on a warm day, are sure to delight attendees and provide a refreshing way to cool off under the Georgia sun. The fun addition for the 21-plus crowd is the option to add liquor to any Coca-Cola Float.

The retro, diner-themed open-air venue features Coca-Cola Floats (as well as Barq's and Fanta Floats) alongside regular diner favorites: hamburgers, hot dogs, and fries featuring Coca-Cola-infused ingredients.

#### Foodies & Fairways presented by Mastercard and Capital One Business

Foodies & Fairways presented by Mastercard and Capital One Business is program that enables local food businesses to showcase their signature dishes at golf tournaments across the country. This will be Mastercard's third iteration of the program, impacting six businesses since its inception in 2022.

The 2024 contest winners are [Guacamole by Freddie](#) and [T's Coffee Brews](#). Both Atlanta-based small businesses will be showcasing their best menu items on course, serving fans in The Landing. Each will also receive \$10,000 grant, access to Mastercard's small business resources, and mentorship from Ginger Siegal, Mastercard's North America Small Business Lead.

#### GSGA Putting Experience presented by PGA TOUR Superstore

From Wednesday through Sunday during tournament week the PGA TOUR Superstore GSGA Putting Experience will give fans a one-of-a-kind opportunity to hit some putts on one of the East Lake Golf Club's replica putting greens. With a selection of putters available for use courtesy of PGA TOUR Superstore, spectators can make their way to The Landing to test their putting skills on TOUR Championship-speed greens and walk away with some fun prizes.

#### Bushmills Irish Whiskey Bar

The Bushmills Irish Whiskey Bar and Lounge returns to the TOUR Championship at a new location within The Landing. Enjoy their signature cocktail, Joel Dahmen's Juicy Lie, and take in the views of East Lake. Don't miss the chance to participate in an exclusive guided tasting of their exceptional single malts (registration only), take your photo in the sand trap & browse the newly released Malbon x Bushmills Capsule Collection!

#### Dobel Tequila Bar

The Landing now proudly hosts the Dobel Tequila Bar, which returns for its fourth year at the TOUR Championship. The Dobel Tequila Bar features several handcrafted signature cocktails including the Ace Paloma and Fairway Margarita. While enjoying the view, learn about the rich history behind the World's First Cristalino Tequila, test your skills at Dobel's golf simulator, and enjoy unleashing your mastery of golf and tequila trivia for a chance to win prizes!"

#### Back Nine Brews

The TOUR Championship is proud to announce the return of Back Nine Brews once again, a craft beer destination from Michelob ULTRA located near No. 18 tee. Several games and activities will be available for fans to enjoy at this outdoor get-together.

For a food option, Chicken Salad Chick will be serving up their tasty offerings alongside Back Nine Brews. Take a seat under the shaded picnic tables and enjoy the top players tee off on this difficult par-5 finishing hole.

### 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. Newly located on No. 5, the Coca-Cola Fan Lounge is a tented structure with several views toward a pivotal section of the front nine and equipped with several fan activations and games.

Fans will have popular returning favorite Hattie B's Nashville Hot Chicken within this venue. The perfect fried chicken can be yours at the TOUR Championship – so stop by the Coca-Cola Fan Lounge to taste for yourself!

### Returning Local Food Favorites: D Boca N Boca, Go Dog!

Just steps away from the Coca-Cola Fan Lounge, fans can indulge in returning local staples in D Boca N Boca and Go Dog!, both located near No. 6 tee.

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

There's nothing like a twist on a classic and Go Dog! goes above and beyond with their creations! Serving up some signature offerings, don't miss out on this favorite.

### First Aid Stations supported by Piedmont Healthcare

With the support of Piedmont Healthcare, First Aid Stations will be located throughout the course. These tented, air-conditioned structures will provide top notch care for any fans onsite. If needed, fans can find First Aid Stations supported by Piedmont Healthcare on No. 6 tee and No. 16 fairway.

### NEW! The Creator Classic presented by Blackstone

For the first time, the most popular golf creators from around the globe will face off in "The Creator Classic," a nine-hole competition at East Lake Golf Club prior to the TOUR Championship.

Sponsored by Blackstone, the tournament will be broadcast on the PGA TOUR YouTube channel and several other platforms. The event will take place on Wednesday, Aug. 28<sup>th</sup> at 4 p.m. at East Lake, and fans can enjoy it with just the purchase of a Wednesday grounds ticket.

Sixteen of the most successful and skilled golf content creators will take on the newly restored East Lake Golf Club each competing for the inaugural Creator Classic title. Among the participants included are Tyler Toney from Dude Perfect, the Bryan Bros., Fat Perez from Bob Does Sports, and Good Good creators Garrett Clark, Brad Dalke, and Sean Walsh.

The tournament will consist of eight holes of gross stroke play, then a playoff between the top four finishers. Foursomes will be announced the day before the event. Don't miss

out on the opportunity to witness a first-of-its-kind event as The Creator Classic bridges the gap between conventional golf tournaments and the world of social media, providing an engaging experience for everyone!

## Community Impact

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, and 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 \$54 million in proceeds from the TOUR Championship has been donated to the Atlanta community, including last years' contribution of more than \$6.96 million to the primary charitable beneficiaries.

### 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 transformation 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 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 residents 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, a 40-townhome development spearheaded by the Atlanta Land Trust. The development is being aided by the TOUR Championship's charitable donation and will help provide permanently affordable homeownership opportunities for East Lake residents beginning in the fall of 2025.

The Trust at East Lake development will further the Foundation's efforts to provide a diversity of housing stock and expand affordable housing availability in the East Lake community.

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
- 98% high school graduation rate (Drew Charter School Class of 2024)

### **Purpose Built Communities**

The community revitalization started by the East Lake Foundation in 1995 created a national model for transforming neighborhoods. In 2009, Warren Buffet 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
  - o Physical/Mental Health and Wellness
  - o Access to healthcare and supportive service
  - o Recreational activities
- Economic Vitality
  - o Entrepreneurship
  - o Career readiness
  - o Financial literacy

### **Grove Park Foundation**

Using the Purpose Built Communities model, Grove Park Foundation is working with 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 continuum, 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. The work is achieved through partnerships with public, private and non-profit partners, and attracting investment to support arts, affordable healthcare and bringing jobs and a "main street" economy back to life along the Donald Lee Hollowell Parkway corridor.

### **Focused Community Strategies**

Focused Community Strategies (FCS) is a place-based community development organization that works with neighbors and local leaders to strengthen under-resourced communities by developing mixed-income housing, promoting sustainable economic development, and empowering neighborhood engagement. The organization works to advance racial equity, economic mobility, and improved health for residents and families. FCS provides tools and resources that help residents overcome obstacles to improve their overall quality of life.

## Purpose Built Schools Atlanta

Purpose Built Schools Atlanta was established to replicate the innovative educational model established at Drew Charter School at three schools in the Atlanta Public School's Carver Cluster. Purpose Built Schools Atlanta brings best practices and lessons, and serve one elementary school, a middle school and a high school across Historic South Atlanta and adjacent neighborhoods.

## 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 are 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.

Both HOPE Tee Shot honorees emerge from an intense selection process comprised of a golf competition, essay contest, and interviews with tournament leadership.

For the third time in 2024, 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 2024 Honorees:

#### Alana Sims

Sims, a rising junior at Riverwood International Charter School, has been a member of First Tee – Metro Atlanta for six years. Throughout her golf career, Alana has relied on her commitment to Integrity – one of First Tee's Nine Core Values – which has helped prepare her for the HOPE Tee Shot. Her emphasis on Integrity has earned her the respect from peers, deepened her sense of self-worth and accountability, and taught her that winning is not just about the result, but the journey and ethical choices made to get there.

Off the golf course, Sims can be found using her artistic abilities to create stunning ceramics or watching her favorite player, Collin Morikawa, compete on the PGA TOUR.

#### Nigel Youmans

Youmans, a rising junior at Arabia Mountain High School, has been envisioning his chance to hit the HOPE Tee Shot ever since he began his golf career at the First Tee in 2021. Nigel has leaned on Perseverance – another one of First Tee's Nine Core Values – and his ability to press on when things don't turn out the way one hoped. His understanding that although there will be obstacles and setbacks in life, the ability to persevere helps to overcome them.

Youmans' favorite PGA TOUR players are Tiger Woods and Morikawa, and he looks up to his parents as the most influential people in his life.

## Expanded Philanthropic Impact of TOUR Championship

**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 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 the innovative STEAM (Science, Technology, Engineering, Arts, and Mathematics) academic model; this forward-thinking curriculum prepares Drew students to compete with top students locally, regionally, and nationally. In 2022, Drew Charter School became the first STEAM certified school (Elementary, Middle and High School) in the State of Georgia.

Nearly 100% of the students in Drew Charter School's first eight senior classes graduated and had a post-secondary plan for college or career, with 98% of the Class of 2024 graduating on time. In May 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.

#### Sustainability Leads the Way at TOUR Championship

The TOUR Championship is committed to advancing sustainability at East Lake Golf Club, supported by its Proud Partners – Accenture, Coca-Cola, and Southern Company. The Proud Partners' own hospitality suites are designed to be zero waste zones, using only compostable, recyclable, or reusable materials to ensure all waste is managed sustainably.

This year's initiatives also include a pilot reusable cup program with Coca-Cola and r.Cup, aiming to collect, wash, and reuse drink cups. Additionally, Compost Now will help divert food waste from landfills, and Coca-Cola's circularity efforts will ensure sorted plastic and aluminum are recycled into new bottles and cans.

The tournament's focus on sustainability extends to energy use, with five battery-powered generators from Southern Company reducing onsite emissions. These efforts reflect the TOUR Championship's role as a benchmark for excellence in sustainability across PGA TOUR events, setting a standard for minimizing environmental impact and promoting responsible practices.

#### "Born a Champion" Onesie Program

In addition to sponsoring the First Aid program, the TOUR Championship is partnering with Piedmont Health to introduce the "Born a Champion." From August 26 to September 1, every baby born at Piedmont Health Atlanta will receive a custom 'Lil Champ' onesie. This initiative welcomes the tournament's newest fans and highlights the tournament's commitment to community engagement.

## Volunteers

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

In 2024, Mayo Clinic will sponsor the tournament's Volunteer Headquarters, which serves as the hub of activity for the 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 make the event possible, which 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 \$54 million in community impact – including a record \$6.96 million from the 2023 event – and supporting the event's five nonprofit beneficiaries: East Lake Foundation, First Tee-Metro Atlanta, Grove Park Foundation, Focused Community Strategies, and Purpose Built Schools Atlanta.

"Our volunteers are vital to the success and on-site experience at the TOUR Championship," said Alex Urban, Executive Director of the TOUR Championship. "We're excited to partner with a world-class institution in Mayo Clinic and are grateful for the role they will play in supporting our volunteers while helping the TOUR Championship continue its impact within the East Lake community."

## Schedule of Events

### **Monday, August 26**

Course closed to the public

All Day                      Practice Round for Professionals

7-10 p.m.                      Tee Up ATL featuring 2 Chainz  
*The Eastern*

### **Tuesday, August 27**

Course closed to the public

All Day                      Practice Round for Professionals

TBD                              Player Press Conferences  
*Media Center*

7-8 p.m.                      Payne Stewart Award presented by Southern Company Ceremony  
*Golf Channel Broadcast*

### **Wednesday, August 28**

Gates Open at 9 a.m.

All Day                      Practice Round for Professionals

TBD                              Player Press Conferences  
*Media Center*

- 10 a.m. PGA TOUR Commissioner Jay Monahan Press Conference  
*The Georgian presented by PGA TOUR Superstore*
- 11 a.m.-2 p.m. GSGA Putting Experiences supported by PGA TOUR Superstore  
*The Landing (No. 17 Fairway)*
- 4-7 p.m. Creator Classic  
*No. 10 tee*

**Thursday, August 29**

Gates Open at 10 a.m.

- 10:30 a.m. HOPE Tee Shot Ceremony  
*No. 1 tee*
- 11:16 a.m. First Round of Competition  
*Twosomes off No. 1 tee*
- 1-4 p.m. GSGA Putting Experiences supported by PGA TOUR Superstore  
*The Landing (No. 17 Fairway)*
- 1-6 p.m. GOLF Channel Broadcast

**Friday, August 30**

Gates Open at 10 a.m.

- 11:16 a.m. Second Round of Competition  
*Twosomes off No. 1 tee*
- 1-4 p.m. GSGA Putting Experiences supported by PGA TOUR Superstore  
*The Landing (No. 17 Fairway)*
- 1-6 p.m. GOLF Channel Broadcast

**Saturday, August 31**

Gates Open at 10 a.m.

- 12:16 p.m. Third Round of Competition  
*Twosomes off No. 1 tee*
- 1-4 p.m. GSGA Putting Experiences supported by PGA TOUR Superstore  
*The Landing (No. 17 Fairway)*
- 1-2:30 p.m. GOLF Channel Broadcast
- 2:30-7 p.m. NBC Broadcast

**Sunday, September 1**

Gates Open at 10 a.m.

- 10 a.m. GSGA Junior Skills Challenge  
*The Landing (No. 17 Fairway)*



11:16 a.m.	Final Round of Competition <i>Twosomes off No. 1 tee</i>
1-4 p.m.	GSGA Putting Experiences supported by PGA TOUR Superstore <i>The Landing (No. 17 Fairway)</i>
12-1:30 p.m.	GOLF Channel Broadcast
1:30-6 p.m.	NBC Broadcast
6 p.m.	Closing Ceremony <i>No. 18 green</i>