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Waste Management Phoenix Open earns “Best Of” award at PGA TOUR Tournament Advisory Council Meetings

PGA TOUR event honored for “Best Title Sponsor Integration” in 2011

PONTE VEDRA BEACH, FL — The Waste Management Phoenix Open (Scottsdale, AZ) was honored by the PGA TOUR at the TOUR’s Tournament Advisory Council (TAC) Meetings on Saturday, Dec. 10.

The Waste Management Phoenix Open earned an award for “Best Title Sponsor Integration” during the 2011 tournament at TPC Scottsdale.

“On behalf of the PGA TOUR, I am pleased to congratulate the Waste Management Phoenix Open for being named the best among its peers on TOUR,” said PGA TOUR EVP and Chief of Operations Andy Pazder. “The tournament committee should be proud of the special recognition the event has earned for its efforts.”

In 2011, the efforts of the Waste Management Phoenix Open went unparalleled with the integration of its title sponsor. Waste Management showcased many of its compost products and services on-site, providing incentive coupons to tournament fans. In addition, the look and feel created with Waste Management branding throughout the course was second to none. Waste Management’s Core message to “Reduce, Reuse, Recycle and Recover” was prevalent throughout. In fact, the hospitality tent at the 18th hole was completely solar-powered. Educational seminars were presented throughout the year, headed by Waste Management and other industry leaders. The annual Saturday “Green Out,” when fans donned green clothing, was once again a tremendous success in terms of raising awareness of the importance of recycling.

“Waste Management and The Thunderbirds are thrilled to receive this award,” said Thunderbirds Big Chief and 2011 Waste Management Phoenix Open Tournament Chairman Mike McQuaid. “Our partnership with Waste Management is extraordinary and one that continues to grow. In 2012, Waste Management, in conjunction with the Thunderbirds, will work with all tournament vendors to ensure that everyone is using recyclable and compostable materials. And for the first time ever, there will be no trash receptacles along the course. Instead, Waste Management will offer two alternatives to waste disposal – recycling bins and compost bins – which will collect and keep separate recoverable recycling waste and recoverable compostable food waste, diverting nearly all tournament materials from the landfill.”

The 2012 Waste Management Phoenix Open, won this year by Mark Wilson, will be held Jan. 30-Feb. 5 at TPC Scottsdale.

PGA TOUR

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About PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour and Nationwide Tour.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in communities in which it plays, and provide financial opportunities for TOUR players.

In 2011, the three Tours collectively have tournaments in 29 states and in 12 countries and territories outside of the United States. PGA TOUR tournaments are broadcast to nearly 600 million households in 225 countries and territories in 30 languages.

Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2010, tournaments on the three Tours generated more than \$120 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.6 billion.

The PGA TOUR's website is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra, FL.

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