



FOR RELEASE: December 8, 2017

CONTACT: Joel Schuchmann, PGA TOUR, 904-280-4707, [joelschuchmann@pgatourhq.com](mailto:joelschuchmann@pgatourhq.com)

TOURNAMENT MEDIA CONTACT: Ryan Woodcock, 480-766-1221, [woody@wmphoenixopen.com](mailto:woody@wmphoenixopen.com)

## **Waste Management Phoenix Open earns “Best Of” award at PGA TOUR Tournament Meetings**

### ***PGA TOUR event honored for “Best Title Sponsor Integration” in 2017***

**PONTE VEDRA BEACH, FLORIDA** – The Waste Management Phoenix Open (Scottsdale, Arizona) was honored by the PGA TOUR at the TOUR’s Tournament Meetings on December 7, earning an award for “Best Title Sponsor Integration” during the 2017 tournament at TPC Scottsdale (Stadium Course).

“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 Tournaments and Competitions Officer Andy Pazder. “The tournament committee worked tirelessly with its title sponsor on new and innovative ways of improving the tournament experience and this award is a testament to that.”

The award recognizes a tournament that best integrates the title sponsor’s objectives and brand into every aspect of the event to deliver value, awareness and overall goals. This marks a record-fourth time the Waste Management Phoenix Open has won the “Best Title Sponsor Integration” award.

During the 2017 tournament, Waste Management provided almost 1,800 support staff to achieve its mission of being a Zero Waste Event, a goal now reached for a record fifth consecutive year. The title sponsor also utilized a marketing campaign – Lessons with the Pros – that promoted the event and its overall objectives. The marketing campaign included a new viral sensation, the Green Gopher, which aided in more than a million impressions on social media platforms. Waste Management also leveraged the tournament to provide an incredible guest experience, highlighted by customer events that included celebrities such as Jerry Rice, Michael Phelps, Bo Jackson and Jake Owen.

“This is an extraordinary honor and something we are extremely proud of,” said Waste Management Phoenix Open Tournament Chairman Carlos Sugich. “The Thunderbirds and Waste Management work tirelessly to make sure our efforts meet the sustainability goals set by our title sponsor at the best-attended golf tournament on the planet. It’s a fantastic partnership and certainly worthy of praise.”

“Being recognized by the PGA TOUR for Best Title Sponsor Integration illustrates Waste Management’s unwavering commitment to creating a tournament that focuses on the environment and is truly something special,” said Waste Management Chief Operating Officer and Executive Vice President, Jim Trevathan. “We are extremely proud of the role we play together with The Thunderbirds in making the Waste Management Phoenix Open the Greenest and Greatest Show on Grass.”

The 2018 Waste Management Phoenix Open, won this year by Hideki Matsuyama in a playoff over Webb Simpson, will be held January 29-February 4.

### **ABOUT PGA TOUR**

The PGA TOUR is the leading global platform in professional golf, showcasing the highest expression of excellence, both on and off the course. 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 the communities in which it plays, grow and protect the game of golf and provide financial opportunities for TOUR players.

The PGA TOUR co-sanctions more than 130 tournaments on the PGA TOUR, PGA TOUR Champions, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR-China. Members on the PGA TOUR represent the world’s best players, hailing from 25 countries (84 members are from outside the United States). Worldwide, PGA TOUR tournaments are broadcast to more than 1.1 billion households in 227 countries and territories in 23 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2016, tournaments across all Tours generated a record of more than \$166 million for local and national charitable organizations, bringing the all-time total to \$2.46 billion.

The PGA TOUR's web site is [PGATOUR.COM](http://PGATOUR.COM), the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Florida.