



PRESS RELEASE

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'THE PEOPLE'S OPEN' EARNS "BEST OF" FOR CONCERT IN THE COLISEUM AND NEW TEE SIDE SEATS OFFERING

WM PHOENIX OPEN HONORED WITH TWO PRESTIGIOUS AWARDS AT PGA TOUR'S ANNUAL TOURNAMENT MEETINGS

SCOTTSDALE, Ariz. – The WM Phoenix Open was honored with two prestigious awards at the PGA TOUR's annual Tournament Meetings in Orlando, Florida earlier this week. The tournament earned recognition for "Best Special Event" with the Concert in the Coliseum and "Best Product" for its innovative Tee Side Seats offering.

CONCERT IN THE COLISEUM EARNS BACK-TO-BACK RECOGNITION

The Concert in the Coliseum, held on the iconic 16th hole of TPC Scottsdale, received the "Best Special Event" award for the second consecutive year. The 2024 event featured a headline performance by global superstar Post Malone, drawing 12,000 fans and generating significant media attention.

"This award highlights the creativity and dedication of everyone involved in making the Concert in the Coliseum a success," said George Thimsen, Tournament Chairman for the 2024 WM Phoenix Open and President of Thunderbirds Charities. "We're proud to create an event that not only entertains fans but also supports Thunderbirds Charities in a meaningful way."

TEE SIDE SEATS RECOGNIZED AS "BEST PRODUCT"

The Tee Side Seats, introduced at the 2024 tournament, were recognized for delivering an exclusive and immersive experience directly on the 16th tee. The product provided a VIP experience that included private check-in, concierge service, gourmet dining, and premium seating at the most iconic hole in golf.

“The Tee Side Seats represent our commitment to enhancing the fan experience while creating new opportunities for incremental growth,” said Thimsen. “This product set a new standard for hospitality at the WM Phoenix Open.”

SUPPORTING THUNDERBIRDS CHARITIES

Both award-winning initiatives contribute directly to Thunderbirds Charities, supporting numerous nonprofit organizations and programs. Last year’s WM Phoenix Open raised a record \$17.5 million for charity, and in the process helped The Thunderbirds eclipse \$200 million in charitable giving in the tournament’s 89-year history.

“These awards are a testament to the impact the WM Phoenix Open has on our community,” Thimsen said. “The funds raised through offerings like the Concert in the Coliseum and Tee Side Seats enable us to support organizations in need.”

The 2025 WM Phoenix Open will take place Feb. 3-9 at TPC Scottsdale. “The People’s Open” has been named Tournament of the Year by the PGA TOUR five times in acknowledgement of the tournament’s legendary status as one the most unique events in golf. It also has been recognized as one of the largest zero waste sporting events in the world for 12 consecutive years.

Nick Taylor won in dramatic fashion in 2024 against Charley Hoffman in a two-hole playoff, capping off his fourth career PGA TOUR victory and marking the sixth time in the last nine years the WM Phoenix Open has been decided in a playoff. The 2025 edition will mark the 90th playing of the event and the 16th with WM, North America’s leading provider of comprehensive environmental solutions, as title sponsor. For more information, visit www.WMPhoenixOpen.com.

The Thunderbirds were founded in 1937 with the mission of promoting the Valley of the Sun through sports. The Thunderbirds consist of 55 “active” members and more than 280 “life” members who have helped the tournament eclipse \$208 million in charitable giving since its inception in 1932, with the 2024 WM Phoenix Open raising a single-tournament record \$17.5 million for charity.

