



PRESS RELEASE

WM PHOENIX OPEN | FEB 3 - 9, 2025

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Media Contact:

Ryan Woodcock

Woody@wmphoenixopen.com, (480) 766-1221

FREE ADMISSION OFFER IS GOOD ON MONDAY, FEB. 3 AND TUESDAY, FEB. 4

WM PHOENIX OPEN CONTINUES TO OFFER FREE ADMISSION AS PART OF “FORD FREE DAYS”

SCOTTSDALE, Ariz. – Thanks to Ford, the Official Vehicle of the WM Phoenix, all fans will once again be admitted **FREE** of charge on Monday, Feb. 3 and Tuesday, Feb. 4 to the WM Phoenix Open as part of “Ford Free Days” courtesy of your Arizona Ford Dealers.

As part of this renewed partnership, the eighth-annual closest-to-the-pin contest called “Ford Drive One for Arizona Charities” will be held on the iconic 16th hole, giving players a chance to win \$10,000 for one of 12 local non-profit organizations, all of whom provide vital social services to people of all ages throughout the community.

“This year marks the ninth consecutive partnership between ‘The People’s Open’ and Ford to offer free admission to our fans to kick off tournament week,” said 2025 Tournament Chairman Matt Mooney. “We’re very proud to continue this initiative. It not only reflects our dedication to local communities, but also ensures that even as the tournament has continued to grow, every WM Phoenix Open fan can enjoy all the tournament has to offer.”

Monday’s schedule includes practice rounds by PGA TOUR players and the Carlisle Pro-Am, while Tuesday will include practice rounds, the R.S. Hoyt Jr. Family Foundation Dream Day and Special Olympics Putting Challenge.

The R.S. Hoyt Jr. Family Foundation Dream Day features motivational talks and Q&A with PGA TOUR professionals, a trick shot show, and a junior golf clinic presented by PING. The event is located on the TPC Scottsdale Champions Course practice range.

The Special Olympics Open Putting Challenge is located at the TPC Scottsdale Stadium Course putting green and features a friendly competition between teams comprised of Special Olympics Arizona athletes, celebrities and sports stars, and business leaders from the community.

“We can’t wait to once again bring “Ford Free Days” and the Ford Drive One for Arizona Charities initiative to the WM Phoenix Open,” said Herb Jernukian, Chairman of Arizona Ford Dealers. “This tournament is a special event that unites the community, and we’re proud to support it while giving back to meaningful causes across Arizona. We hope everyone takes advantage of Monday and Tuesday’s free admission.”

Ford will bring out its latest gas and electric vehicles and showcase them near the driving range and around the course for fans to check out all week long, along with some special giveaways.

As the Official Vehicle of the WM Phoenix Open, Arizona Ford dealers will be providing more than 150 courtesy vehicles during tournament week to transport PGA TOUR players, tournament officials and WM Phoenix Open staff. Those vehicles, comprised of 2024 and 2025 Ford Explorer SUVs, Ford F-150 Trucks, Ford Expedition SUVs, and Ford Ranger Trucks will go up for sale at the Phoenix metro Ford Dealerships following the tournament.

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.

