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PRESS RELEASE

WM PHOENIX OPEN | FEB 5 - 11, 2024

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FREE ADMISSION OFFER IS GOOD ON MONDAY, FEB. 5 AND TUESDAY, FEB. 6

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

SCOTTSDALE, Ariz. – Thanks to Ford, the Official Vehicle of the WM Phoenix Open presented by Taylor Morrison, all fans will once again be admitted **FREE** of charge on Monday, Feb. 5 and Tuesday, Feb. 6 to the WM Phoenix Open as part of “Ford Free Days” courtesy of your Arizona Ford Dealers.

“This marks the eighth year ‘The People’s Open’ and Ford have partnered to offer free admission to all of our fans,” said 2024 Tournament Chairman George Thimsen. “We couldn’t be more excited to continue this partnership with Ford, serving as a commitment to our local communities to ensure all WM Phoenix Open fans have the opportunity to experience everything the tournament has to offer.”

As part of this renewed partnership, the closest-to-the-pin contest called “Ford Drive One for Arizona Charities” will once again be held on the iconic 16th hole during tournament play on Thursday and Friday, giving players a chance to win \$10,000 for one of 11 local non-profit organizations, many of whom support green initiatives in Arizona communities.

The WM Phoenix Open is appropriately named ‘The People’s Open’, we hope that everyone can come out and enjoy Ford Free Days on Monday and Tuesday to kick off tournament week,” said Arizona Ford Dealers Chairman John Nissen. “The Arizona Ford Dealers are proud to not only be the official vehicle of the Open but honored to follow in the philanthropic footsteps of the tournament and give back to our local community through Ford Drive One for Arizona Charities.”

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 the popular San Tan Ford Special Olympics Open.

The R.S. Hoyt Jr. Family Foundation Dream Day features motivational talks and Q&A's with PGA TOUR professionals and professional athletes, a trick shot show, and a junior golf clinic presented by PING. The event is located on the TPC Scottsdale Champions Course practice range and will feature appearances by Arizona Cardinals legend Larry Fitzgerald, and Arizona Diamondbacks pitchers Zac Gallen and Brandon Pfaadt.

The popular San Tan Ford 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.

Ford will bring out the latest Ford gas and electric vehicles and showcase them near the driving range for fans to check out all tournament long, along with some special giveaways. Beyond the on-course showcase, Ford Free days, and the Ford Drive one for Arizona Charities, Ford will also host Country Night at the Coors Light Bird's Nest on Thursday, Feb. 8 with Dierks Bentley and special guests Mitchell Tenpenny and Meghan Patrick.

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 all 2023 Ford F-150, Edge and Expeditions that will go up for sale at the Phoenix metro Ford Dealerships following the tournament.

The 2024 WM Phoenix Open will take place Feb. 5-11 at TPC Scottsdale. "The People's Open" has been named the Tournament of the Year by the PGA TOUR five times to acknowledge the tournament's legendary status as one the most unique events in golf. The 2024 edition will mark the 89th playing of the event (one of the five oldest events on the PGA TOUR) and the 15th with WM as title sponsor. For more information, visit www.wmphenixopen.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 \$190 million in charitable giving since its inception in 1932

(\$14.5 million in 2023). For more information on The Thunderbirds or the 2023 WM Phoenix Open, visit www.wmphenixopen.com.

