



PRESENTED BY
taylor
morrison.

PRESS RELEASE

WM PHOENIX OPEN | FEB 5 - 11, 2024

NEWS

wmphoenixopen.com

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ALSO AWARDED "BEST SPECIAL EVENT" AND "BEST TITLE SPONSOR INTEGRATION" DURING PGA TOUR MEETINGS

WM PHOENIX OPEN NAMED TOURNAMENT OF THE YEAR IN PGA TOUR'S "BEST OF" AWARDS

SCOTTSDALE, Ariz. – The WM Phoenix Open presented by Taylor Morrison was honored by the PGA TOUR at the TOUR's annual Tournament Meetings on December 7. The WM Phoenix Open was named the PGA TOUR "Tournament of the Year," sharing the designation with the BMW Championship. The TOUR's annual Phoenix-area stop also received "Best Special Event" honors for its "Concert in the Coliseum" as well as "Best Title Sponsor Integration" for the event's unparalleled sustainability initiatives.

This is the first time since the 2018-19 season the PGA TOUR has presented a complete roster of tournament awards, due to challenges associated with the COVID-19 pandemic.

"On behalf of the PGA TOUR, I am thrilled to congratulate the WM Phoenix Open on being recognized with multiple 'Best Of' awards for the 2022-23 PGA TOUR Season," said PGA TOUR Chief Competitions Officer Tyler Dennis. "After several years of challenges related to the pandemic and its impacts on event operations, I'm pleased we are able to once again celebrate the incredible work all PGA TOUR tournaments have accomplished to elevate the experience for players and fans. Our award winners should be extremely proud to be recognized as top among their peers on TOUR."

The PGA TOUR "Tournament of the Year" award is given to a tournament that excels in every facet of the event from fan and player experience to charity donation/community impact and title sponsor integration/activation.

“We’re extremely proud to be nominated three times by the PGA TOUR in its ‘Best of Awards’. This is possible due to our great fans, sponsors, and the community for their commitment to our event,” said Pat Williams, Big Chief of The Thunderbirds and Tournament Chairman for the 2023 WM Phoenix Open.

“The success of the WM Phoenix Open is only possible through the efforts of so many involved, starting with our title sponsor WM and The Thunderbird organization. Our goal each year is to make the WM Phoenix Open better than the prior year so we can continue to grow our charitable give to the metro Phoenix area.”

The WM Phoenix Open annually draws an eclectic mix of fans and demands a wide range of fan experiences to provide something for everyone at “The People’s Open.” The commitment to its elevated General Admission experience features VIP-like, open-to-the-public venues, free parking for the week, and no-cost admission Monday and Tuesday. Once on site, the incredible local food and drink options complement a reimagined Fan Zone and a merchandise tent that quintupled in size to 25,000 square feet.

It marks the fifth time (2013-14, 2014-15, 2017-18, 2018-19, 2022-23) the WM Phoenix Open has won “Tournament of the Year” and shares the award with the BMW Championship for the second time (2013-14).

Once the sun goes down, there is more to experience at the WM Phoenix Open beginning the Saturday before tournament week with a sold-out “Concert in the Coliseum” at the famed 16th hole, which earned “Best Special Event” honors. It is followed by a four-night concert series across the street from TPC Scottsdale at the Birds Nest. Last year Maroon 5 took the stage, while Thomas Rhett and Old Dominion kicked off the first ever Concert in the Coliseum in 2021.

The Thunderbirds and WM also work year-round in planning and executing the WM Phoenix Open Sustainability requirements that ensure all stakeholders comply with the event’s guidelines. Since 2013, WM has taken a zero waste approach at the tournament, meaning all materials are either recycled, composted, donated, reused or used to create energy. Its year-round efforts have led to the tournament achieving its seventh GEO tournament certification in 2023 as well as being awarded “Best Title Sponsor Integration” for a record fifth time (2011, 2013, 2014-15, 2016-17, 2022-23).

“The WM Phoenix Open is a unique opportunity where fans can experience firsthand WM’s leading sustainability solutions that make North America’s largest certified zero waste sporting event possible,” said WM Senior Vice President and Chief Customer Officer Mike Watson. “Working toward the common goal of building a better tomorrow, our partnership with The Thunderbirds continues to produce extraordinary results for the community and the environment. Thank you to the PGA TOUR for the recognition and to the fans for making the WM Phoenix Open the best event on the PGA TOUR.”

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.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 \$190 million in charitable giving since its inception in 1932 (through the 2023 tournament). For more information on The Thunderbirds or the 2024 WM Phoenix Open, visit www.wmphoenixopen.com.

ABOUT THE PGA TOUR

By showcasing golf’s greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world’s best players, hailing from 24 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+. Internationally, PGA TOUR coverage is available across 200+ countries and territories in 26 languages via 44 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$3.64 billion.

Fans can follow the PGA TOUR on the new PGA TOUR app and PGATOUR.COM, and on social media channels, including [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), X (in [English](#) and [Spanish](#)), WhatsApp (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#), [Douyin](#) and [LINE](#).

