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wmphoenixopen.com

Release Date:

October 23, 2019

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NEW VENUES, ENHANCED FAN EXPERIENCES SPICE UP 85TH EDITION OF "THE PEOPLE'S OPEN"

A LOOK AT WHAT'S NEW FOR THE 2020 WASTE MANAGEMENT PHOENIX OPEN PRESENTED BY THE AK-CHIN INDIAN COMMUNITY

PHOENIX, Ariz. – The 2020 Waste Management Phoenix Open is now less than 100 days away, but there is already plenty of buzz at TPC Scottsdale to prepare for the 85th edition of “The People’s Open.” Construction began on September 16 and will continue for more than four months leading up to the tournament, which will tee it up Jan. 27 – Feb. 2 in Scottsdale.

Tournament Chairman Tim Woods announced plenty of new enhancements for the 2020 tournament, from expanded and new general admission venues, to more expansion at the 18th hole, along with minor changes at the popular 16th and 17th holes.

“Each and every year we try to improve upon the previous year, and this year is no different,” Woods said. “Everyone is aware of our iconic 16th hole and the various popular hospitality venues throughout the course, but our focus the last couple of years has been to enhance the overall experience for our general admission guests, something we are doing again for 2020.”

One of those new venues open to the public is the Kiva Club, a multi-level general admission venue located next to Bay Club that offers views of holes 10 and 17 and will provide food and beverage options for purchase. Kiva Club will feature a main viewing deck and a second-level platform with tables and seating across the rail, along with a large bar in the middle, making it a prime spot to watch the golf action.

“The 17th hole has really grown over the last few years, but the majority of that growth was corporate hospitality,” Woods said. “It’s such a great hole, we wanted to create a venue for the public to be able to experience it in style and comfort as well.”

Another public hospitality venue, while not new, is being expanded for the fourth straight year. The area atop the hill overlooking hole No. 12, No. 6 green and No. 13 tee which started in 2016 as El Rancho will get yet another upgrade for the 2020 tournament. The extremely popular general-admission viewing area now named The Ridge presented by Taylor Morrison will double in size, providing a nearly 36,000-square-foot viewing platform featuring lounge style furniture as well as food and beverage options, along with drink rails on three sides of the giant venue.

Another major expansion will be found at the finishing 18th hole. Last year the new E18hteen venue was introduced and doubled in size from 30 to 60 suites – this year that venue will be matched by the new Scorekeeper suites that will sit directly across from E18hteen on the west side of the 18th Fairway and will feature a double-decker, arcum-style structure that will house 60 additional hospitality suites on the 442-yard, par-4 finishing hole.

Other changes for 2020 include the addition of four new loge suites near the tee box on the south side of the 16th hole that will include Aces Lounge, an exclusive bar for loge patrons aptly named to honor all of the players who have carded a hole-in-one on the famed 16th hole; five new loge suites at the Cove that will offer views of 17 green and 18 tee box; and newly refurbished Greenskeeper Suites.

Along with the on-course enhancements, the main WM Phoenix Open tournament entrance will get a brand-new look with an open-air environment that will feature concessions stands, bar areas and activation stations to create a fun, welcoming area for fans and to serve as a meeting place before or after the tournament. With these changes to the main entrance, the Will Call area will move to a dedicated space across the street from Bell Road, but still within walking distance of the main entrance.

“We are really excited about these new additions for this year and can’t wait to see the fans reaction when they get out to ‘The People’s Open’ for the 2020 Waste Management Phoenix Open.”

The 2020 Waste Management Phoenix Open Presented by The Ak-Chin Indian Community will be held at TPC Scottsdale January 27 – February 2, 2020. “The People’s Open” has been named the Tournament of the Year by the PGA TOUR three times in the last five years (2014, 2015 and 2018) and has gained legendary status for being one the most unique events in golf. The 2020 edition will mark the 85th playing of the event (one of the five oldest events on the PGA TOUR) and the 11th as the Waste Management Phoenix Open.

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. The Thunderbirds raised a record \$13.2 million for charity from proceeds from the 2019 WM Phoenix Open and have eclipsed \$147 million in charitable giving since its inception in 1932. For more information on The Thunderbirds or the 2020 Waste Management Phoenix Open, visit www.wmphenixopen.com.

