



FOR IMMEDIATE RELEASE  
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## **Charles Schwab Cup Championship announces new fan features with its move to Phoenix Country Club**

*Tournament set to feature Four Peaks Beer Garden, Charles Schwab Swing Analysis, Michelob Ultra Pop-Up Bar and more*

**PHOENIX** – Less than two months remain until the Charles Schwab Cup Championship makes its debut at Phoenix Country Club the week of November 8-12, 2017. When the top 36 PGA TOUR Champions players descend upon Phoenix Country Club, the competition won't be the only thing the fans have to look forward to. Tournament goers can enjoy a host of community-centric events and fan features while they tour the course grounds, including the Four Peaks Brewery Beer Garden, Charles Schwab Swing Analysis, Michelob Ultra Pop-Up Bar and more.

“We are thrilled to offer a variety of longstanding fan features, in addition to new and exciting opportunities for spectators with our move to Phoenix Country Club.” said Charles Schwab Cup Championship executive director, Tiffany Nelson. “We encourage the Phoenix/Scottsdale community to take advantage of these offerings and fan enhancements while watching the top 36 PGA TOUR Champions compete for the ultimate prize of the Charles Schwab Cup.”

### **Fan Zone**

Friday through Sunday, fans are encouraged to venture out on course to witness great views of this prestigious venue right in the heart of downtown Phoenix. Visit the Michelob Ultra Pop-Up Bar for a premium beverage or experience The Taste of Schwab presented by The Vig, showcasing local Phoenix restaurants at your fingertips. Fans in the mood for a glass of wine or a cold beer shouldn't forget to stop by the 19<sup>th</sup> Hole presented by 19 Crimes Wine or the Four Peaks Brewery Beer Garden, offering local beer originating in Phoenix.

For fans looking for a hands-on experience, the Charles Schwab Swing Analysis will offer tips to enhance your long game, or swing into the Skechers Putting Contest to put your short game to the test. Should you find your phone lacking battery life after experiencing all these on-course features, Cox

Communications will be featuring charging stations for all fans to give their phones the extra boost to make it through the day.

Fans can enjoy all of these great community and family initiatives at the Charles Schwab Cup Championship with a variety of ticket options. Starting Friday, daily grounds tickets will be available for \$25; Good Any One Day grounds tickets start at \$30 and weekly passes going for just \$65. Youth 18 years of age and under are admitted free all week with a ticketed adult. The youth policy applies only to general admission grounds tickets and excludes access to private hospitality venues.

For an upgraded experience, the 1899 Club provides guests with exclusive access to the historic Phoenix Country Club clubhouse. The 1899 Club is an all-inclusive package that offers food and beverage, indoor/outdoor seating with great views of Nos. 1 and 10 tees, the practice green, and the 18th green from the clubhouse veranda. It is truly a member-like experience. A four-pack of tickets which includes four (4) tickets per day (Friday – Sunday), is available for \$4,500. The 1899 Club also provides on-course access to a second hospitality venue that showcases incredible golf views of multiple holes, most notably the par-3 15th, which features a dramatic tee shot over water.

### **Charity**

The TICKETS Fore CHARITY™ ticket program returns to the Charles Schwab Cup Championship for the 2017 event, which continues to generate revenue for local charities in the Scottsdale-Phoenix area. The program provides the opportunity for 501(c)(3) non-profit organizations to sell tournament tickets to benefit their individual organization. 100% of the net proceeds the non-profit sells per ticket, goes directly back to their organization. Tickets cost \$30 for good any one day grounds – for tickets visit [www.schwabcuptfc.com](http://www.schwabcuptfc.com). In 2016, the TICKETS Fore CHARITY program raised over \$146,390 and all net proceeds directly impacted the local non-profits in the community and the Charles Schwab Cup Championship strives to continue growing that number in 2017.

### **Military**

The Charles Schwab Cup Championship is pleased to offer complimentary tickets for all Active Duty, Military Reserve and National Guard Service members, Military Retirees, Veterans and their dependents. Military ticket includes access to the *Birdies for the Brave*® Patriots' Outpost hospitality chalet presented by United Rentals. The Outpost is open Friday-Sunday of tournament week located on the 12<sup>th</sup> green. Complimentary food and beverages are provided. Tickets are complimentary but a \$1 verification fee per military individual does apply. Link to military tickets - <https://birdiesforthebrave2.sheerid.com/schwabcup-2017/>

Saturday, November 11 has been designated as Military Appreciation Day at the Charles Schwab Cup Championship. Fans will have the opportunity to experience a military appreciation ceremony at 9:15 a.m. featuring a national anthem singer and color guard hosted on the first tee.

To purchase tickets to the 2017 Charles Schwab Cup Championship, please visit [SchwabCup.com](http://SchwabCup.com) or contact the championship office at 480-237-2100 x19.

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### **About the Charles Schwab Cup Championship**

The Charles Schwab Cup Championship is a 54-hole tournament and the third leg of the Charles Schwab Cup Playoffs that consists of the top-36 players on the Charles Schwab Cup points list. This season-ending championship on PGA TOUR Champions determines the final money list for the season as well as the final standings in the Charles Schwab Cup, a season-long, points-based competition launched in 2001 to determine the PGA TOUR Champions' leading player. Points are reset prior to the Charles Schwab Cup

Championship, ensuring a real shootout as all 36 players in the field will have a mathematical chance of winning the Charles Schwab Cup with a victory at the event. The 2017 tournament will be played November 10-12.

### **About Schwab**

At Charles Schwab we believe in the power of investing to help individuals create a better future. We have a history of challenging the status quo in our industry, innovating in ways that benefit investors and the advisors and employers who serve them, championing our clients' goals with passion and integrity.

More information is available at [www.aboutschwab.com](http://www.aboutschwab.com). Follow us on [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#).

### **About PGA TOUR Champions**

PGA TOUR Champions is a membership organization of golf's most recognizable and accomplished players, age 50 and older, including 32 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. In 2017, the PGA TOUR Champions schedule includes 26 tournaments in 18 states, Japan, Wales and Canada, with purses totaling more than \$55 million. The Charles Schwab Cup, which includes the Regular Season and the Charles Schwab Cup Playoffs, is used to determine the season-long champion. All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, telecasts air live, tape-delayed or in a highlights-package format in excess of 190 countries and territories, reaching more than 330 million potential households. The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla. Follow PGA TOUR Champions at [facebook.com/PGATOURChampions](https://facebook.com/PGATOURChampions), on Twitter [@ChampionsTour](#) and on Instagram [@pgatourchampions](#).