

# BMW Championship

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**The 2017 BMW Championship kicked off at Conway Farms Golf Club in Lake Forest, IL on Wednesday, September 13 with PGA TOUR Player and 2012 BMW Championship Winner Rory McIlroy making a special delivery of the BMW Championship and FedEx Cup trophies.**

**Additionally, Hockey Legend Wayne Gretzky and Former Bachelor Contestant Ben Higgins Participated Alongside TOUR Players in the BMW Championship Gardner Heidrick Pro-Am to Mark the Official Start of BMW Championship Week.**

**Lake Forest, IL (September 14, 2017)** – The 2017 BMW Championship kicked off on Wednesday, September 13 at Conway Farms Golf Club in Lake Forest, IL with PGA TOUR player and 2012 BMW Championship winner Rory McIlroy making a special delivery of the BMW Championship and FedEx Cup trophies to the course. Both trophies arrived at Conway Farms via a one-of-a-kind BMW Championship Edition BMW M760i, driven by McIlroy onto the course. The customized BMW M760i was received by its new owner, who was surprised on-site by McIlroy.

Additionally, hockey legend **Wayne Gretzky** and former Bachelor contestant **Ben Higgins** participated alongside PGA TOUR Players in the BMW Championship Gardner Heidrick Pro-Am to mark the official start of BMW Championship week. The Gardner Heidrick Pro-Am is the single largest fundraiser for the Evans Scholars Foundation, which grants full college scholarships to deserving young caddies.

All net proceeds from the BMW Championship benefit the Evans Scholars Foundation. Since the tournament's inception in 2007, the BMW Championship has raised more than \$24 million for the Foundation. In the 2017-2018 academic year, 965 caddies will be attending 19 major universities on Evans Scholarships, and there are currently more than 10,600 Evans Alumni.

The BMW Championship will be played Thursday, September 14<sup>th</sup> through Sunday, September 17<sup>th</sup>. McIlroy is among the top 70 players in the world competing in the penultimate event of the PGA TOUR Playoffs for the FedExCup. The field also includes the winners of all four of this year's major championships – and the world's number one ranked golfer, winner of the 2016 BMW Championship, Dustin Johnson.

Keeping with tradition, BMW will also provide a full, four-year tuition and housing grant through the Evans Scholars Foundation in the name of the first PGA TOUR player to record a hole-in-one during the 2017 BMW Championship.

TOUR Players will also have the opportunity to earn some significant prizes by recording a hole-in-one on either the 11<sup>th</sup> or 17<sup>th</sup> holes. The first player to record a hole-in-one on the 11<sup>th</sup> hole will receive the hybrid electric **BMW i8** sports car. The first player to do so on the 17<sup>th</sup> hole will receive the **BMW M760i xDrive**, the perfect combination of BMW performance and luxury.

Additional activities and benefits at the 2017 BMW Championship include:

- **Topgolf Crush**

For the first time ever at a PGA TOUR event, a **Topgolf Crush** experience will be open to BMW Championship patrons. Spectators will have the opportunity to participate in the Topgolf Crush 5-ball challenge by hitting balls at targets located on the driving range using Toptracer ball-tracking technology. Patrons will try to beat the scores of PGA TOUR players and have the opportunity to win prizes, including the chance to play in the 2018 BMW Championship Pro-Am alongside one of the top 70 players in the world.

- **BMW Experience**

The BMW Experience features BMW's newest vehicles and a variety of fun activities and contests. Tournament patrons can visit the **BMW Fan Challenge** to compete in a hole-in-one competition for a chance to win a BMW, or stop by the **BMW Performance Studio** for performance tips and instruction to improve your golf game.

- **Biergarten**

To celebrate BMW's German roots and the start of Oktoberfest, the 2017 BMW Championship will feature a Bavarian-themed Biergarten located between the back of the main clubhouse and the first tee, providing an area for spectators to relax and enjoy a beverage without missing any of the action. A large video screen will air live TV coverage of the tournament, and patrons can dine on Bavarian cuisine including pretzels, bratwurst and gingerbread heart cookies throughout the day.

- **BMW Owners' Pavilion.**

Once inside the BMW Championship, Owners can access the BMW Owners' Pavilion by simply showing their BMW key fob. The BMW Owners' Pavilion offers luxury grandstand seating with spectacular views of the course and premium concessions.

- **BMW Owners' Parking and Concierge:**

BMW Owners receive exclusive parking in the BMW Owners' Lot, personal concierge service, and shuttle service to/from the BMW Championship.

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For updates during the 2017 BMW Championship, follow the conversation with:

- Facebook: [www.facebook.com/BMWChampionship](http://www.facebook.com/BMWChampionship)
- Twitter: @BMWchamps, @PGATOUR, @WGAESF, @CFgolfclub
- Instagram: @BMWChamps, @PGATOUR, @BMWUSA, @WGAESF
- Hashtags: #BMWChamps #BMWGolf #PGATOUR #FedExCup

### **Journalist Note:**

All press releases, downloadable photos and videos regarding the 2017 BMW Championship are available at: [www.BMWUSANews.com/BMWChampionship](http://www.BMWUSANews.com/BMWChampionship)

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### **About the BMW Championship**

The BMW Championship dates back to 1899 when it debuted as the Western Open, making it the third-oldest tournament on the PGA TOUR schedule, behind only the British Open and U.S. Open. BMW has sponsored the tournament since 2007 when it became the penultimate event of the PGA TOUR's FedExCup Playoffs. The BMW Championship features a field of the top 70 players in the FedExCup standings to determine the final 30 players for the FedExCup finale at the TOUR Championship in Atlanta. Since 2007, the BMW Championship has contributed more than \$24 million to the Evans Scholars Foundation, the event's charitable beneficiary. To learn more, visit [www.bmwchampionship.com](http://www.bmwchampionship.com).

### **About the Western Golf Association**

The Western Golf Association conducts three national golf championships and sponsors the nationally acclaimed Evans Scholars Foundation. Headquartered in Golf, Illinois, the organization was founded in 1899 by 11 Chicago-area golf clubs to promote their interests in golf. In addition to the BMW Championship, the WGA conducts two prestigious amateur championships, the Western Amateur and the Western Junior. To learn more, visit [www.wgaesf.org](http://www.wgaesf.org).

### **About the Evans Scholars Foundation**

Established by famed amateur golfer Charles Chick Evans Jr., the Evans Scholars Foundation provides full housing and tuition college scholarships to high-achieving caddies from across the country. The Program, supported by the Western Golf Association, is funded by contributions from more than 30,000 donors nationwide, including Evans Scholars Alumni, as well as proceeds from WGA championships. Since the Program's inception in 1930, more than 10,400 caddies nationwide have graduated as Evans Scholars. To learn more, visit [www.wgaesf.org](http://www.wgaesf.org).

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