

BMW of North America

U.S. Press Information



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The BMW Championship is back in Colorado as the Top 50 Players on the PGA TOUR Compete at Castle Pines Golf Club in the FedExCup Playoffs.

- **BMW Championship week begins today, Wednesday, August 21st with the Gardner Heidrick Pro-Am featuring Denver football legends Peyton Manning and John Elway, along with country music superstar Luke Bryan.**
- **The BMW Championship has raised more than \$50 million in support of the Evans Scholars Foundation since 2007, helping to send over 3,300 students to college to pursue their dreams.**
- **First player to record a hole-in-one on this year's featured par-three during a competition round will win a brand-new 717-horsepower BMW M5 Touring.**

Castle Rock, CO – August 21, 2024... The BMW Championship returns to one of America's most enthusiastic golf communities this week as the best players on the PGA TOUR tee off at Castle Pines Golf Club just outside Denver, Colorado in the race for the FedExCup Trophy. The field of 50 set for this year's FedExCup Playoff contest includes world number-one player and current FedExCup leader, Scottie Scheffler; world number-two player and two-time major winner this season, Xander Schauffele; and world number-five player, Wyndham Clark, a Colorado native. Hosted by the Western Golf Association, the BMW Championship is the oldest non-major on the PGA TOUR schedule, dating back to 1899 when it debuted as the Western Open. Golf royalty including Ben Hogan, Arnold Palmer, Jack Nicklaus, and Tiger Woods have won the tournament throughout its rich history.

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Gardner Heidrick Pro-Am.

The action at Castle Pines Golf Club kicks off today, Wednesday, August 21, with the annual Gardner Heidrick Pro-Am. The event features many notable guests playing on behalf of the Evans Scholars Foundation, which awards full tuition and housing college scholarships to deserving young caddies across the nation. Local legends and NFL Hall-of-Famers Peyton Manning and John Elway take the course during the Evans Scholars Foundation's largest fundraising event of the year, alongside Colorado Avalanche Captain Gabe Landeskog, and one of country music's reigning superstars—Luke Bryan—who also performed an exclusive live event yesterday evening. Evans Scholars and Alumni caddie for each Pro-Am group, donating all tips back to the Program.

Evans Scholars Foundation.

As always, all proceeds from the 2024 BMW Championship fund full college tuition and housing scholarships for inspiring young caddies from across the country. Since 2007, the BMW Championship has raised more than \$50 million in support of the Evans Scholars Foundation, helping over 3,300 students to attend college and follow their dreams. Currently, a record 1,190 caddies are enrolled in 24 leading universities as Evans Scholars.

Hole-In-One Scholarship.

BMW will once again contribute an additional full four-year Evans Scholarship in the name of the first PGA TOUR player to record a hole-in-one on any hole during tournament play this week. Diana Llamas was named the sixth BMW Hole-in-One Scholar at last year's event in Chicago as a result of Viktor Hovland's ace during the 2022 BMW Championship in Delaware.

Hole-In-One Vehicle.

BMW will also continue its tradition of awarding a new car to the first golfer to record a hole-in-one on a designated hole during a competition round. This year, the first player to ace the par-three 16th hole will walk away with the keys to the all-new BMW M5 Touring, which just made its World Premiere last week. The latest iteration of one of BMW's most iconic high-performance nameplates now features a 717-horsepower BMW M Hybrid drive system and offers a new level of utility to go along with the race-bred performance, bold design, and superlative all-day comfort that have always been hallmarks of the BMW M5. BMW Owners in attendance can witness the thrill of this

tantalizing par-three challenge firsthand at the BMW Owners Pavilion hospitality venue overlooking the 16th.

Guest Experiences at Castle Pines Golf Club.

In addition to the competition, fans attending the BMW Championship will have access to a variety of interactive activities including:

- **BMW Owners' Pavilion.**

A BMW vehicle key fob or Digital Key in the My BMW smartphone app will unlock exclusive hospitality benefits at the BMW Championship, beginning with premium parking options upon arrival to Castle Pines Golf Club. BMW Owners and a guest will also receive access to the BMW Owners' Pavilion with unparalleled views of the featured par-3 16th hole and 15th green.

- **The BMW Experience.**

All guests are invited to join BMW for a variety of activities in between the action on the fairways and greens. Located by the 11th hole, the BMW Experience features a unique putting challenge, plus an assortment of local food and beverage options. A collection of BMW's latest products, including the plug-in hybrid-electric BMW X5 xDrive50e and the all-new performance-oriented BMW X3 M50 will be on display. Fans can also catch a ride in a 100% electric BMW i5 official course shuttle vehicle.

- **Enhanced Digital Access.**

Guests will be able to download the BMW Championship Ultimate Experience Pass to check-in at a variety of activities while visiting Castle Pines Golf Club. The new and improved system will allow for a more streamlined registration process and reduced wait times. The platform can be easily accessed by scanning the QR code on event signage.

For updates during the 2024 BMW Championship, follow the conversation at:

- Facebook: facebook.com/BMWChampionship
- Twitter: @BMWchamps, @PGATOUR, @WGAESF
- Instagram: @BMWChamps, @PGATOUR, @BMWUSA
- Hashtags: #BMWChamps #BMWGolf #PGATOUR #FedExCup

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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 50 players in the FedExCup standings to determine the final 30 players for the FedExCup final at the TOUR Championship in Atlanta. Since 2007, the BMW Championship has contributed more than \$50 million to the Evans Scholars Foundation, the event's charitable beneficiary. To learn more, visit www.bmwchampionship.com.

About the Western Golf Association

The Western Golf Association conducts six national golf championships and sponsors the nationally acclaimed Evans Scholars Foundation. Headquartered in Glenview, 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 on the PGA TOUR and the NV5 Invitational presented by Old National Bank on the Korn Ferry Tour, the WGA conducts four prestigious amateur championships: the Western Amateur, the Western Junior, and the Women's Western Golf Association's Amateur and Junior championships.

About the Evans Scholars Foundation

Established by the WGA and famed amateur golfer Charles Chick Evans Jr., the Evans Scholars Foundation provides full housing and tuition scholarships to high-achieving caddies across the country. Currently, a record 1,190 caddies are enrolled in 24 universities across the nation as Evans Scholars. The Program, which is supported by the WGA, is funded by contributions from more than 38,500 Par Club members, including Evans Scholars Alumni, as well as proceeds from the BMW Championship. Since the Program's inception in 1930, more than 12,040 caddies nationwide have graduated as Evans Scholars. To learn more, visit www.wgaesf.org.