

In early May, the best players in the world will gather in Ponte Vedra Beach, Florida, at THE PLAYERS Stadium Course at TPC Sawgrass for the 42nd edition of THE PLAYERS Championship, which will once again set the standard for excellence in professional golf through its breathtaking competition featuring the strongest field in golf and a fan experience that is second to none.

THE PLAYERS has set the precedent for the high watermark of excellence in professional golf since its inception more than 40 years ago, beginning with the construction of the now iconic Stadium Course at TPC Sawgrass. Designed by Pete Dye, the Stadium Course is the purest test in golf, favoring no particular style. Long hitters like Phil Mickelson, Tiger Woods, and Sergio Garcia are all part of the exclusive club of champions, but short hitters can also fare well, with players like Fred Funk and Tim Clark claiming the title.

Dye designed the course so that every hole has elements of risk and reward, drama, and excitement—none more apparent than on the 16th hole, the iconic short par 5 that is reachable for most of the players in the field if they want to tempt the narrow green protected by water to the right. And of course the island-green 17th hole continues to be the most iconic in golf. Players must have complete control of their games to walk up to the 18th hole with a chance to win and join the likes of Jack Nicklaus, Lee Trevino, Greg Norman, and Fred Couples as THE



PLAYERS champion.

When the Stadium Course was designed, Dye made special considerations to make sure the venue would be a shrine to golf fans, offering the best views of golf in the world to the thousands of spectators that flock to Ponte Vedra Beach every year to watch

the most talented players in the world compete. All 18 holes at the Stadium Course at TPC Sawgrass offer clear views of golf, allowing fans the opportunity to watch any golfer hit any shot on any hole at any time. With an eye toward accessibility, Dye's masterpiece is imminently walkable and offers

plenty of opportunities for fans to take a brief respite in shaded areas and fan enhancements.

"THE PLAYERS continues to set the standard for fan experience at a golf tournament," said Matt Rapp, Executive Director of THE PLAYERS Championship. "From the unmatched views of golf to the

modern amenities and technology on-site that today's fans expect, THE PLAYERS allows fans to not only get to walk beside champions, they also get to feel like one."

Proving the commitment to making the fan experience unmatched, THE PLAYERS has offered a variety of new dining

options to fans on-site over the last few years. In 2014, the tournament debuted an open-air, centrally located area for fans to taste food from the Jacksonville area, made directly by the restaurants in food trucks, called Trucks on 10. The area is improved for 2015, featuring an upgraded restroom and more seating for fans to take a break from the action in comfort.

The dining experience on-site is further bolstered by venues that feature local Jacksonville restaurants, giving fans the chance to have a restaurant-quality experience on the golf course. The Taste of JAX, located between the 11th green and the 12th tee is a shaded dining area, featuring a mix of dining options, including 4 Rivers Smokehouse, a sophisticated Texas-style smokehouse, among others.

Aside from dining, fans also have the option of upgrading their tickets to one of the upgraded hospitality options, which provide spectacular views of golf, while providing comfortable seating and easily-accessible food and beverages. The Benefactor Pavilion is located directly behind the 17th tee and gives fans the opportunity to see golf from a different perspective, as there is seating available on the second deck. Fans can see all the action on the 16th and 17th holes from the Benefactor Pavilion, making it one of the most unique views in the sport.

The Turn is another upgraded venue where fans can watch THE PLAYERS in style. Centrally located between the 9th green and the 18th green, the Turn offers views of both of those

THE PLAYERS Championship to Showcase Excellence in Professional Golf

holes and also features the GREY GOOSE® 19th Hole Lounge in its interior, including soft seating and the signature drink, the Sawgrass Splash, as well as a 12-screen video panel for golf enthusiasts to follow all the action around the course.

If you are looking for a nontraditional spectator experience, look no further than the Blue Room VIP Lounge presented by Michelob ULTRA, where fans can purchase a ticket for all-inclusive beverages and take part in a variety of activities, including Corn Hole-in-One, 3-Hole Mini Golf, and Oversized Connect 4. In 2015, the venue will also feature live music, signature dishes from top local restaurants, and T-shirt printing on-site.

THE PLAYERS is also the perfect place for a family to spend the day, as youth 18 and younger are admitted free of charge when accompanied by a ticketed adult, meaning that it is one of the most cost-effective ways for families to see a world-class sporting event in the world. In addition, the McKenzie Noelle Wilson Foundation Kid Zone near the main entrance is once again on-site to give kids and their parents a place to take a break from the tournament. The venue features restrooms and a variety of activities, such as a putt-putt course, arts and crafts, face-painting, and an inflatable obstacle course.

“There is truly something for everyone at THE PLAYERS,” Rapp said. “From families to golf enthusiasts to Millennials, the venues at the tournament provide countless ways



to experience the most fan-friendly tournament on the PGA Tour.”

In addition to the world-class golf, visitors can experience Northeast Florida by visiting one of Jacksonville’s beautiful beaches, taking a trip down golf’s memory lane at the World Golf Hall of Fame, or exploring the historic sites of St. Augustine. Visitors from around the world have taken notice and travel great distances to enjoy the ultimate fan experience and enjoy all that sunny northeast Florida has to offer. The Chicago area is among the top 10 cities of origin that travelled to THE PLAYERS in 2014. Jacksonville International Airport (JAX) has six non-stop flights serving Chicago-area airports making travel to THE PLAYERS quick and easy.

Once the action starts, all eyes will be on the Stadium Course and the outstanding field of players vying for the chance to become THE PLAYERS Champion. The tournament is designed to showcase the very best professional golf has to offer, with only the very best players in the world invited to play. Like Martin Kaymer in 2014, any player that lifts the trophy on Sunday knows that he has beaten the game’s very best.

Fans from all over the world are invited to the Stadium Course at TPC Sawgrass in Ponte Vedra Beach, Florida, this May to once again witness history, as another player will join the legends in the game as THE PLAYERS champion.

Visit www.theplayerstravel.com to book your travel to THE PLAYERS Championship May 5 - 10, 2015.

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