*Annc: (15:50:59) “Another birdie putt for Phil…. That looks pretty good…Oh, and why not. All the way, making everything today.”*

*Annc: (16:43:43) “Yeah those cheers getting louder now...”*

*Annc: (16:59:06) “If it wasn’t Phil Mickelson, you’d say you wouldn’t want to be pitching for your birdie, but look at this, oh my gosh! And the magic continues for Phil.”*

*Annc: (18:02:57) “2,077 rounds on the PGA TOUR in his career, and that is the career-low in relation to par. Wow!”*

*PGA TOUR Entertainment presents…*

**YOU COULDN’T ERECT A BETTER STAGE FOR PHIL MICKLESON TO SHOWCASE HIS MANY TALENTS THAN THE GOLF COURSES OF THE COCHELLA VALLEY.**

Annc: (02 HOPE FLOP SHOT 17:19:46) “I know Phil’s a genius at this, but this is really a hard shot. He’s gonna have to carry it about 15 feet and land it about 25 feet short of the hole and let it trickle down…. “

Annc: “Well, that’s a little different way to play it, Curtis! That takes an awful lot of guts and he’s the one who has it.”

Phil sot: (01:04:48) “There's a lot of cool things that happen in the desert. // (01:06:29) I love everything about the event where it brings together such great personalities. // (01:06:36) And when I'm having fun and when I'm enjoying myself and getting to know people, it actually takes my mind away from the game of golf in between shots. // (01:06:35) I just enjoy the week.”

Annc: (02 HOPE 18.2 P1 18.2 18:25:05) “Here it comes, look out this might go in. Look at this. As good as it gets. Game, set, and match.”

**AND AS THE NEW HOST, AND A 2-TIME CHAMPION OF THE AMERICAN EXPRESS, HE’S WELL AWARE OF THE HISTORY THAT SURROUNDS THE UNIQUE EVENT.**

Phil sot: (01:03:43) “Bob Hope had an incredible vision 60 plus years ago, when he created this tournament and really brought golfers together with celebrities, with CEOs, and brought the golfing world together to expose the game to a lot of people that wouldn't otherwise be exposed to it.”

Annc (80 HOPE FORD BOMB) Gerald Ford putt 02:10:51): “It’s got a chance if it’s up. It’s got chance…whoa! All right Chris. That’s the way to finish it off.”

**LED BY THE PREMIER SHOWMAN, HIMSELF, THE SHOW WOULD GROW BIGGER AND BETTER EVERY YEAR.**

Annc (80 HOPE GLEASON Gleason chip-in 02:12:28): “Whoa…slipped it right in! Look at this!”

Hope: (80 HOPE GLEASON POSTROUND 02:29:37) “This man here got into my pocket a little bit on that sensational shot that he made off the chip. That was a beautiful chip Jackie.”

Gleason: “Thank you Bob, it’s really nothing. I do it often.”

**AND IT CERTAINLY DIDN’T HURT THAT THE INNAUGURAL WAS WON BY THE GALLERY FAVORITE, WHO WOULD BECOME AN INTEGRAL PART OF THE TOURNAMENT’S SUCCESS.**

Annc (Arnie approach 1980 to 4’): “That’s another good one. He’s got it going right at the flag. It’s a beautiful shot. Ah, that’s a fine shot Arnold Palmer, a nice way to finish the day off. Arnolds’s a great favorite everywhere, particularly here. He’s won the Hope Classic five times.”

Palmer sot (2009hof 01:38:35):“He just became an instant friend, as Bob Hope did with a lot of people. Through the years I had an opportunity to play quite a lot of golf with Bob, and I played in the Hope Tournament from the inception.”

Hope nats: (78 HOPE BOB 02:41:43) “We’ve got one of our stars out here, there’s Arnie. Isn’t it great? They love him.”

Palmer sot: (01:39:14) “I was close to Bob and I was close to the tournament.”

**FOR DECADES HE WOULD RETURN TO THE COCHELLA VALLEY TO THRILL THE CROWDS.**

Annc: (1992 ARNIEBOB 18:04:50) “Alright, alright, oh yes, oh yes, go in! Oh, hit the hole! Lipped it out.”

**THE CELEBRITIES AND ATHLETES CONTINUED TO COME… AND THE SHOW ONLY GOT BETTER.**

Nats: (1999 HOPE) Jacobsen guitar/Barkley tee shot/Jordan shakes head.”

Palmer sot (1985 04:17:11): “The contributions that Bob Hope has made to golf just by swinging that golf club has really, I think, done a great deal for the game.”

**THE BLEND WAS A WINNING FORMULA, A TRUE BENEFACTOR TO THE GAME ITSELF.**

Phil sot: (01:01:56) “No other sport are you able to play and compete alongside the athletes while they're competing.”

Murray nats: “Will you shut that kid up once and for all?”

Phil sot: (01:02:17) “It's a chance to bring everybody together to help support the game.”

**PHIL MICKELSON WAS ONLY TWO YEARS OLD WHEN ARNIE WON HIS 62ND AND FINAL PGA TOUR EVENT AT THE AMERICAN EXPRESS IN 1973. BUT, APPARENTLY, HIS FIRST ACT HAD ALREADY BEEN SCRIPTED.**

Mickelson sot: (2017 SOT 1) “I don't know how to explain the love and passion that I've always had for the game, but it started 15 months old when I first hit a golf ball.”

Phil Sr. sot: (14/29 01:01:48) “The first interest was before he was 18 months. // he then got a golf club, and it was obvious that he really enjoyed it //, whereever he would go he would take his golf club. In fact he had a little spot right next to him in his car bed where he would keep his golf club at night."

Mary sot: (01:35:19) “In the morning Phillip would come down the stairs, because he slept with his golf club and his balls and you could hear the balls trickling down the stairs and it was every day // so we knew he really liked it. // but never thinking it would amount to what it has now.”

**WHAT IT *HAS* BECOME IS A HALL-OF-FAME CAREER, THAT BOASTS 44 PGA TOUR VICTORIES, INCLUDING 5 MAJOR CHAMPIONSHIPS. AND..FROM THE TIME HE TOOK THE STAGE, AN UNCANNY KNACK FOR…SHOWMANSHIP.**

Annc: (LS 01:08:55) “Oh, is it in? Yes, it is!”

Peter Jacobsen sot: (LS 01:10:30) “There’s something really addictive about a guy that goes for broke, that’s why everybody loved Arnold, and that’s why everybody loves Phil.

Mickelson sot: (2017 SOT 2) “The first practice round that I played, it was with Arnold Palmer. And it was one of the greatest experiences for me to have that time with him.”

Gary Koch sot: (LS 01:10:52) “He plays the game a lot the way Arnold played it in his prime, I mean he’s a go for broke kind of guy.

Maltbie sot: (LS 01:12:38) “What’s fun for me, as I watch, and you see him pull a shot off that, you know, there’s only a few guys in the world that would try it, let alone hit it.”

Annc: “Well, he has a window. Phil the thrill, here we go. I think he might have pulled it off. Didn’t touch a thing. How about that! What a shot!”

Phil nats: “I didn’t want to tell you about the gap I had. I didn’t want to tell ya.”

Mickelson sot: (2017 SOT 3) “There's another comparison I treasure even more, the way Arnold interacted with the crowd. // (2017 SOT 4) Everyone likes to be recognized, Arnold once told me. And I would always remember that.”

Gary Koch sot: (LS 01:06:14) “No one playing professional golf gives more to the fans than Phil Mickelson does.”

Annc: (LS 01:06:21) “That’s why his fans love him.”

Gary Koch sot: “He’s constantly looking into the gallery, he’s waving, he’s smiling and he’s giving them the thumbs up. He really has made himself into a fan favorite and for very good reason.”

**SO THERE IS, PERHAPS, NO ONE BETTER TO CARRY ON THE SHOW IN THE DESERT AND BRING IT BACK TO ITS FORMER GLORY THAN THE GAME’S GREATEST SHOWMAN.**

Phil sot; (01:02:06) “It was something I wanted to be associated with because so many friends and relationships that I've formed over the years are with celebrities or CEOs or people that are decision makers, and it's a chance to bring everybody together to help support the game.”

**AS PHIL ENTERS THE NEXT ACT OF HIS ILLUSTRIOUS PGA TOUR CAREER, HE WILL BE BRINGING HIS OWN SUPPORTING CAST TO HELP BENEFIT THE CITIZENS OF THE COCHELLA VALLEY: THE EFFORTS OF THE NEWLY-FORMED “MICKELSON FOUNDATION”.**

Nats: (LS 01:17:23) “Thanks a lot for what you do. My pleasure, my pleasure.”

Phil sot: (01:03:03) “The Mickelson foundation, as we set up this originally, is to keep all of the funds of proceeds in the desert. // (01:03:16) And this tournament, we want the community to come and support it. [01:03:20] knowing that when they support this tournament, all the revenues are going to be going to charities much like Bob Hope had envisioned when he first started this event to help the Coachella Valley.”

Phil Sr. sot (LS 01:17:59): “I don’t have words to explain it. I am so impressed with what he does and how he does it.”

Mary Mickelson sot: “You feel very successful as a parent and it’s fun to look back and not pat yourself on the back but you’re happy they took something out of what we were trying to accomplish.”

Nats: “Hi I’m Phil. My name is Evans. Evans? Its very nice to meet you.”

Phil sot: (01:08:44) “I didn't ever think //about // trying to help bring it back to somebody as special as Bob Hope has meant to the game of golf, back to his vision. I never dreamt of that. I dreamt of winning tournaments, I dreamt of playing, competing. Those are the things that I loved and thrive for. // I didn't think about the ancillary stuff like being involved with tournaments, but as I've gotten older, I see it as a really fun opportunity.”