**2020 Safeway Open Miscellaneous Information**

**Title Sponsor: Safeway, Inc.**

Vivek Sankaran, President & CEO

Geoff White, EVP, Chief Merchandising Officer

Brad Street, Albertsons Division President, Northern California

**Host Organization: Golf Charities Foundation, Inc.**

**Tournament Staff: SPORTFIVE**

Jeff Sanders, Executive Director

David Babcock, SVP Golf Operations

Matt McEvoy, Tournament Director

**Points of Interest**

* This year’s Safeway Open will be conducted as a Stage 1 event. COVID-19-related protocols will be implemented to ensure the health and well-being of all involved, but there will be no pro-ams and no spectators. However, the tournament will host Greenside Chats, Virtual Sponsor Value Program activities, limited hospitality, and an Honorary Observers program.
* Albertsons Companies and Albertsons Companies Foundation announced a pledge of $3 million to fight hunger amid the COVID-19 crisis back in March and committed an additional $50 million to community hunger relief in June for a total of $53 million in support of relief efforts.

**Golf Course**

The Silverado Resort and Spa North Course is in good mid-summer condition and is expected to be in typically good condition for the upcoming event.

* The Poa annua greens are in similar condition to previous years and should provide firm, true putting surfaces for the event.
* The tees, fairways, and approaches are the typical mix of grasses found in this area of California and have been recently overseeded with ryegrass to produce more consistent playing surfaces for the tournament.
* The rough is also a mix of cool and warm season grasses with a consistent stand of turf throughout the course and should provide a dense stand of grass for competition.
* All closely mown areas will be maintained similar to previous years.
* There are no changes to the course from last year.

**Charitable Impact**

* The tournament is proud to support the Safeway Foundation, which, in turn, supports nonprofit organizations whose mission is aligned with the priority areas of: Health & Human Services; Hunger; Youth & Education; Veterans; and Diversity & Inclusion of All Abilities. In just four years, the tournament has raised nearly $8M for charity.
* As part of the continued effort to honor and thank frontline workers during the COVID-19 pandemic, as well as first responders aiding in fire relief, the Safeway Open will allocate some of their Honorary Observer spots to frontline workers and first responders. The tournament team will collect brief bios/photos/etc. for a handful of participants, which the Storytelling team will then amplify on various outlets and channels accordingly.
* Volunteers
	+ - The Safeway Open is participating in the PGA TOUR Volunteer Appreciation Program sponsored by Myrbetriq® (mirabegron), designed to recognize and reward the passion and commitment of tournament volunteers nationwide. More than 1,000 tournament volunteers who opted into the Program will receive a complimentary commemorative PGA TOUR Volunteer water bottle, along with specialty treats and snacks from Safeway, on behalf of the Program sponsor.
		- As part of the Volunteer Appreciation Program, the tournament will also provide a $5,000 donation to Blessings in a Backpack. The donation will allow for 800 backpacks full of kid-friendly, nutritious food to be provided to children in need in the local community.
		- In an effort to combat food insecurity for local families, the Safeway Open will also host a volunteer-driven food drive for the Napa Food Bank through the Volunteer Appreciation Program.

**Title Sponsor**
Albertsons Companies is one of the largest food and drug retailers in the United States. Albertsons Cos. operates stores across 34 states and the District of Columbia under 20 well-known banners. In fiscal 2019 alone, along with the Albertsons Companies Foundation, the company gave $225 million in food and financial support. These efforts helped millions of people in the areas of hunger relief, education, cancer research/treatment, programs for people with disabilities, and veterans’ outreach.

Albertsons Companies and Albertsons Companies Foundation announced a pledge of $3M to fight hunger amid the COVID-19 crisis back in March and committed an additional $50M to community hunger relief in June for a total of $53M in support of relief efforts.

Safeway will recognize community heroes by extending tournament Honorary Observer positions to frontline workers, including Safeway employees.

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| **MEDIA PLAN (EST)** |
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| *Network:* | **Golf Channel** | **PGA TOUR LIVE** | **SiriusXM/PGA TOUR Radio** |
| *Thursday:* | 4:00 – 7:00pm | 10:00am – 7:00pm | 1:00pm – 7:00pm |
| *Friday:* | 4:00 – 7:00pm | 10:00am – 7:00pm | 1:00pm – 7:00pm |
| *Saturday:* | 6:00 – 9:00pm | 11:00am – 9:00pm | 4:00pm – 9:00pm |
| *Sunday:* | 6:00 – 9:00pm | 11:00am – 9:00pm | 4:00pm – 9:00pm |
| **SCHEDULE OF EVENTS (LOCAL TIME)** |

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| **SUNDAY, SEMPTEMBER 6, 2020** |
| 7:00am – 5:00pm | COVID-19 Testing Open (Spa at Silverado, North Lot) |
| **MONDAY, SEPTEMBER 7, 2020** |
| All Day7:00am – 5:00pm | Professional Practice RoundsCOVID-19 Testing Open (Spa at Silverado, North Lot) |
| **TUESDAY, SEPTEMBER 8, 2020** |
| All Day7:00am – 5:00pm | Professional Practice RoundsCOVID-19 Testing Open (Spa at Silverado, North Lot) |
| **WEDNESDAY, SEPTEMBER 9, 2020** |
| All Day7:00am – 12:00pm  | Professional Practice RoundsCOVID-19 Testing Open (Spa at Silverado, North Lot) |
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| **THURSDAY, SEPTEMBER 10, 2020** |
| All Day | First Round of Competition |
| **FRIDAY, SEPTEMBER 11, 2020** |
| All Day | Second Round of Competition |
| **SATURDAY, SEPTEMBER 12, 2020** |
| All Day | Third Round of Competition  |
| **SUNDAY, SEPTEMBER 13, 2020** |
| All Day | Final Round of Competition |