

Content Advisory: Zurich Classic of New Orleans

Overview

Date: April 21 - 24, 2022

Course: TPC Louisiana

Location: Avondale, LA

Defending Champion: Marc Leishman/Cameron Smith

Futurecaster: Collin Morikawa

- Zurich ambassador
- Partnering with Viktor Hovland

Storytelling Narratives

(*narratives are themes used internally to create content around.)

Team Golf

- The only official FedExCup event to feature a two-player team format; competition consists of Four-Ball (first and third rounds) and Foursomes (second and final rounds).
- Tradition beginning in 2018, each team who advances to the weekend will be introduced with their walk-up song on the first tee.
- A nine-time PGA TOUR winner Jay Haas to make his 799th PGA TOUR, partnering with his son and the 2011 FedExCup champion, Bill Haas. Jay Haas' last PGA TOUR start was the 2010 PLAYERS Championship.

Other Notes

- Each player on the winning team to receive 400 FedExCup points.
- Friday, April 22 is the globally celebrated Earth Day. For every fan attendance on the Earth Day, Zurich will plant a tree to support the Zurich Forest project in Brazil.
- The World Long Driver competitor, Troy Mullins will be on-site as a social media ambassador for both Zurich and the Fore!Kids Foundation, focusing on engaging with fans regarding sustainability.

Digital Content Plan

On-Site Activations

Monday

TPC Louisiana Agronomy

- **Details:** TPC Louisiana Course Superintendent, Tyler McCool to discuss the devastating damages Hurricane Ida caused and the teamwork required to condition the golf course into today's miraculous shape.
- **Zurich branded content**

Tuesday

Blindfold Challenge

- **Details:** The 2022 Presidents Cup International Team hopefuls to take part in a contest where one player gets blindfolded while his partner attempts to provide some guidance vocally. Targeting a pairing from Canada.

Zurich ambassadors interact with First Tee kids

- **Details:** Local First Tee-New Orleans participants will be paired with the Zurich player ambassadors Billy Horschel, Collin Morikawa and Justin Rose for the special experiences.

Wednesday

Make Them Laugh with Mito Pereira and Joaquin Niemann

- **Details:** [You laugh, you lose](#). Team Chile to face off telling jokes, trying to make one another laugh.

Troy Mullins replicates Carl Yuan's swing

- **Details:** The tournament social media ambassador Troy Mullins recreates Carl Yuan's unique golf swing while showcasing her fluency in Mandarin. With a T7 finish at the Club Car Championship, Carl Yuan passed the 900-point threshold to secure a #TOURBound for the 2022-23 PGA TOUR season.
- **Language:** [Chinese](#) custom content

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The 2022 President Cup Team International Content

- **Details:** Crew is dedicated to film Team International content throughout the week. Notable content to highlight includes a behind-the-scenes footage from the dinner hosted by Captain Trevor Immelman on Tuesday.

Pre-Produced Videos & Editorial

- Network Special feature: Collin Morikawa
- K.J. Choi reacts to being selected the Captain's Assistant ([Korean](#) video)
- Camilo Villegas' best shots on the PGA TOUR ([Spanish](#) video)
- Team Chile hype video ([Spanish](#) video)
- Tournament preview ([Chinese](#) video)
- Swing compilation: Cameron Smith/Marc Leishman ([Chinese](#) video)

*****All Content Plans are subject to change***

Miscellaneous

Upcoming Notable Birthdays

- April 19, 1980 – Matt Jones
- April 24, 1973 – Lee Westwood
- April 24, 1984 – Jonas Blixt
- April 24, 1991 – Carlos Ortiz
- April 28, 1964 – Stephen Ames
- April 28, 1966 – John Daly

- April 29, 1993 – Justin Thomas

The 2022 Presidents Cup: International Team

The 2022 Presidents Cup International Team qualification period runs from the 2021 Open Championship through the 2022 BMW Championship. The team will be comprised of the top eight players from the Presidents Cup International Team Points List, followed by four selections made by Captain Immelman. [Check the current International Team standings.](#)

Inside the Field: International Players

(*Field as of Wednesday, April 20 at 7am ET)

Argentina: Emiliano Grillo

Australia: Lucas Herbert, Jason Day, Jason Scrivener, Brett Drewitt, Cameron Percy, Marc Leishman, Cameron Smith

Austria: Matthias Schwab, Sepp Straka

Canada: Michael Gligic, Adam Hadwin, Adam Svensson

Chile: Joaquin Niemann, Mito Pereira

Colombia: Camilo Villegas

England: Tommy Fleetwood, Tyrrell Hatton, Danny Willett, Sam Horsfield, Matt Wallace, Aaron Rai, Ian Poulter, Justin Rose, David Skinns, Callum Tarren

France: Paul Barjon

Germany: Stephan Jaeger

India: Arjun Atwal

Ireland: Shane Lowry, Seamus Power

New Zealand: Danny Lee

Northern Ireland: Graeme McDowell

Norway: Viktor Hovland

Republic of Korea: Byeong Hun An, Sungjae Im, Sangmoon Bae, Sung Kang, Seung-Yul Noh

Scotland: Russell Knox, Martin Laird, Robert MacIntyre

South Africa: Christiaan Bezuidenhout, Charl Schwartzel, Dawie van der Walt, Branden Grace, Garrick Higgo

Spain: Rafa Cabrera Bello, Sergio Garcia

Sweden: Alex Noren, Henrik Norlander, Henrik Stenson

Thailand: Kiradech Aphibarnrat