

# Content Advisory: Hero World Challenge

## Overview

**Date:** Dec 1 – 4, 2022

**Course:** Albany

**Location:** New Providence, BAH

**Defending Champion:** Viktor Hovland

## Digital Content Plan

### On-Site Activations

#### Tuesday

Tiger Woods interview

- **Details:** A sit-down interview with the tournament host.

The Hero Shot

- **Details:** Tiger Woods, Justin Thomas, Matt Fitzpatrick, Billy Horschel, Max Homa, Tommy Fleetwood, and Tom Kim to participate in a [closest-to-the-pin contest](#).

### Pre-Produced Videos

- Top 10 all-time shots from the Hero World Challenge
- Tiger Woods' all-time best shots at the Hero World Challenge
- Tiger Woods' every shot from the 2001 Williams World Challenge
- Swing Theory: Jon Rahm
- Tournament preview ([Chinese](#) video)
- Collaboration between the [PGATOUR ESP](#) and PGA TOUR Latinoamérica to elevate its season opener, 116 VISA Argentina Open
  - Hype video
  - Soccer juggling challenge

## Miscellaneous

### Upcoming Notable Birthdays

- December 1, 1939 – Lee Trevino
- December 7, 1977 – Luke Donald
- December 7, 1986 – Billy Horschel
- December 8, 1980 – Brandt Snedeker
- December 13, 1988 – Rickie Fowler
- December 29, 1925 – Pete Dye
- December 30, 1975 – Tiger Woods

## **Inside the Field: International Players**

(\*Field as of November 28 at 5pm ET)

**Austria:** Sepp Straka

**Canada:** Corey Connors

**England:** Matt Fitzpatrick, Tommy Fleetwood

**Ireland:** Shane Lowry

**Norway:** Viktor Hovland

**South Korea:** Sungjae Im, Tom Kim

**Spain:** Jon Rahm