

**2023 AT&T Pebble Beach Pro-Am Message Document**

1. The PGA TOUR heads up the California coast for the 77th playing of the AT&T Pebble Beach Pro-Am. A one-of-a-kind event on the PGA TOUR schedule, the AT&T Pebble Beach Pro-Am features a pro-am format with 156 professionals and 156 amateurs and is played across three of the most scenic golf courses in the world: Pebble Beach Golf Links, Spyglass Hill Golf Course and Monterey Peninsula Country Club (Shore Course). The tournament annually welcomes celebrities and athletes competing alongside PGA TOUR professionals. The 2023 event will see the debut of Jason Bateman, Will Arnett, Eric Church, Illenium and Nate Bargatze. Returning celebrity amateurs this year include:
	* Actors: Josh Duhamel, Scott Eastwood, Bill Murray, Alfonso Ribeiro, Ray Romano
	* Athletes: Josh Allen, Gareth Bale, Larry Fitzgerald, Pau Gasol, Aaron Rodgers, Alex Smith; Buster Posey will return for first time since MLB retirement.
	* Musicians: Macklemore, Lukas Nelson, ScHoolboy Q, Darius Rucker, Jake Owen
	* Other Celebrities: Kira Dixon, Thomas Keller
2. The tournament now known as the AT&T Pebble Beach Pro-Am started out in Rancho Sante Fe, California when Bing Crosby invited some friends to play golf, enjoy a clambake and a raise a little money for charity. Since then, the event has grown to be one of the premier events on the PGA TOUR schedule.
	* The event moved to Pebble Beach in 1947 and is the second-longest running host venue (non-major) on the PGA TOUR behind Colonial Country Club (1946).
	* AT&T joined as title sponsor in 1986 making it the second-longest title sponsor behind Honda (The Honda Classic, 1982).
	* Perennially ranked as the top contributor on the PGA TOUR, the AT&T Pebble Beach Pro-Am is the first tournament to surpass $200 million in all-time charitable giving. Monterey Peninsula Foundation strives to serve the diverse needs of the greater Monterey Bay area and to address the inequities within the region.
3. The AT&T Pebble Beach Pro-Am is the fifth PGA TOUR event of the calendar year and 13th in the FedExCup season. AT&T athlete and 13-time PGA TOUR winner Jordan Spieth leads the way.
	* **Jordan Spieth** makes his fourth start of the season, with a missed cut at the Sony Open in Hawaii his last start; has six top-10s in 10 starts at the AT&T Pebble Beach Pro-Am including a win (2017), runner-up (2022) and a T3 (2021).
	* Defending champion **Tom Hoge** will make his 10th start of the season where he has three top-10s, including a T3 at the Sentry Tournament of Champions; Hoge won his first TOUR title at the 2022 AT&T Pebble Beach Pro-Am and won the unofficial QBE Shootout in December with partner Sahith Theegala.
	* World No. 11 **Viktor Hovland** makes his first start since a T18 at the Sentry Tournament of Champions; in his lone start at Pebble Beach, he finished T38 in 2020.
	* **Matt Fitzpatrick** returns to action after a T7 at the Sentry Tournament of Champions; Fitzpatrick finished T6 in the 2022 AT&T Pebble Beach Pro-Am.
	* AT&T athlete and Stanford alum **Maverick McNealy** has two top-fives in four starts: 2nd/2021, T5/2020)
	* Days removed from his second Korn Ferry Tour victory at The Bahamas Great Abaco Classic, **Ben Silverman** is playing on a sponsor exemption; it marks his third start in the event and second of the TOUR season (MC/2022 Sanderson Farms Championship).
4. The PGA TOUR schedule features four events played on multiple courses, with three being played consecutively (other: The RSM Classic). The California swing features The American Express (three courses), Farmers Insurance Open (two courses) and AT&T Pebble Beach Pro-Am (three courses) played back-to-back. With multiple courses to learn and a finite time for course prep, this rotation can be taxing for players, especially PGA TOUR rookies who are experiencing each for the first time.
5. The Village Project, AT&T’s featured charity, was founded in 2008 to provide free therapeutic and educational services for historically underserved populations in Monterey County, with a primary focus on the Black/African American community. The Village Project is a recognized site for training students and professionals to provide culturally appropriate and effective interventions. The Therapy Program serves adults, children and families, and couples. They provide groups for youth focused on empowerment, transitions, and balancing pressures of life.