

Content Advisory: Charles Schwab Challenge

Overview

Date: May 25-28, 2023

Course: Colonial Country Club

Location: Fort Worth, TX

Defending Champion: Sam Burns

Storytelling Messaging

Block party continues: The Cinderella story of the PGA Championship, PGA Professional Michael Block, captured the hearts of players and fans all over the world with his incredible accomplishment. Block finished T15 – which included a hole-in-one in the final round while paired with reigning FedExCup Champion Rory McIlroy – the best finish by a club pro in the championship since 1986. With a top-15 finish, he secured a spot in the 2024 PGA Championship. Minutes after he received his trophy as the low club professional, Block received a phone call from Charles Schwab Challenge tournament director Michael Tothe, offering him a spot in this week's field via a sponsor exemption. This will mark Block's 26th career TOUR start and fourth of the season (The American Express/MC, Farmers Insurance Open/MC, PGA Championship/T15). Block, a club pro at Arroyo Trabuco Golf Club in Mission Viejo, California, is a member of the Corebridge PGA Team, a group of 20 PGA club pros who qualified by finishing in the top 20 of the PGA Professional Championship. Block will also receive a sponsor exemption to the upcoming RBC Canadian Open.

PGA Championship: Six players in the field finished inside the top 10 in the PGA Championship, including 2022 Charles Schwab Challenge runner-up and Texas native Scottie Scheffler (T2). With his runner-up, Scheffler returned to the No. 1 spot in the Official World Golf Ranking. Others include Viktor Hovland (T2) and 2018 Charles Schwab Challenge winner Justin Rose (T9), as well as three players who earned their first top-10 in a major: Cam Davis (T4), Kurt Kitayama (T4) and Sepp Straka (T7). Scheffler and Hovland are only two players to finish in the top 10 in first three 600-point FedExCup events of season.

- Scheffler: Win/THE PLAYERS Championship, T10/Masters Tournament, T2/PGA Championship
- Hovland: T3/THE PLAYERS Championship, T7/Masters Tournament, T2/PGA Championship

Tournament traditions: From the Tartan Jacket awarded to the winner to the famed track and its "Horrible Horseshoe" stretch on the front nine, to the Ben Hogan statue adjacent to the stately Colonial Country Club clubhouse, tradition and history make up the fabric of the Charles Schwab Challenge. Dating back to 1946, the event is the longest running non-major on the PGA TOUR to be held at the same venue and features a Wall of Champions on the first tee including the likes of Hogan, Palmer, Snead, Nicklaus, Trevino, Watson who all won at Colonial Country Club.

- The Ben Hogan Foundation will have Hogan's clubs on-site for players to experience.
- The Ben Hogan Award presented by PNC Bank will be awarded on Monday night, which comes with an exemption into the 2024 Charles Schwab Challenge.

The award annually recognizes the top men's college golfer and the 2023 finalists include 2022 Ben Hogan Award winner Ludvig Aberg (Texas Tech/senior), Gordon Sargent (Vanderbilt/sophomore) and Michael Thorbjornsen (Stanford/junior). Aberg, the No. 1 player in PGA TOUR University, is the eighth player to be a Ben Hogan Award finalist multiple times, joining Jon Rahm, Patrick Cantlay, Rickie Fowler, Maverick McNealy, Collin Morikawa and Patrick Rodgers. Only Rahm (2015, 2016) has won the honor twice. There are six previous Ben Hogan award winners in the field:

- Viktor Hovland, Oklahoma State (2019)
- Maverick McNealy, Stanford (2017)
- Patrick Rodgers, Stanford (2014)
- Nick Taylor, Washington (2010)
- Rickie Fowler, Oklahoma State (2008)
- Chris Kirk, Georgia (2007)

Course Renovation: Immediately following the 2023 event, Gil Hanse will lead a 12-month major renovation to Colonial Country Club, which will be completed in time for the 2024 tournament. The renovation will uphold the course's original design and vision, as led by Marvin Leonard ahead of the 1941 U.S. Open, the only major Colonial Country Club hosted. The routing will be maintained, with modern enhancements to the agronomical systems, but the course will return to a more natural and classic presentation.

Annika 20: The 2023 Charles Schwab Challenge marks 20 years since 72-time LPGA Tour winner and World Golf Hall of Fame member Annika Sorenstam competed at the 2003 Charles Schwab Challenge on a sponsor exemption, becoming the first woman to compete in a PGA TOUR event since 1952 (Shirley Spork, 1952 Northern California-Reno Open). Sorenstam missed the cut after rounds of 71-74.

Win and drive: A tournament tradition since 2019, the winner of the Charles Schwab Challenge receives a fully renovated, customized vintage car. The 2023 prize is a 1973 Schwab Bronco. Customized by Bryan Rood of Classic Ford Broncos, the 1973 Schwab Bronco is fully restored, while also modernized. The Bronco features a Ford 2023 Gen 3 Coyote 5.0L engine with 465 horsepower, a Ford 10-speed automatic transmission paired to Ford's push-button four-wheel drive system, custom machined door handles, mirrors, knobs, and hand-stitched interior upholstery with Colonial Tartan Plaid trim. The 1973 Bronco commemorates how Schwab challenged the status quo on behalf of investors, and has helped make investing more accessible for 50 years. Defending champion Sam Burns received a 1979 Schwab Firebird.

Digital Content Plan

Notable On-Site Activations

Monday

123rd U.S. Open: Final Qualifying

- **Location:** Bent Tree Country Club & Northwood Club, Dallas, Texas

Tuesday

Hogan's clubs

- **Details:** The Charles Schwab Challenge and the Ben Hogan Foundation will bring back the tradition of having Ben Hogan's clubs on-site during the tournament week. This year marks the 70th anniversary of Hogan's remarkable season, where he won all five TOUR events he played, including three majors. Hogan's clubs, including his iconic 1-iron, will be available on the range for players to use and capture their TrackMan data.

20th anniversary of Annika's PGA TOUR debut

- **Details:** The Charles Schwab Challenge celebrates the 20th anniversary of Annika Sorenstam's participation as a sponsor exemption. Her entry marked the first time a woman competed in a PGA TOUR event since 1952 (Shirley Spork, 1952 Northern California-Reno Open). Sorenstam will reflect on her experience and emotions while watching footage of her younger self on an iPad from years ago.

On Course Foundation golf clinic

- **Details:** [On Course Foundation](#) will host a golf clinic with Air Force veteran Kyle Westmoreland and Simpson Cup captain [Chad Pfeifer](#). On Course Foundation (OCF) is a 501(c)3 organization in the US ([oncoursefoundationusa.org](#)) and a registered charity in the UK ([oncoursefoundation.com](#)) that offers servicemen, women and veterans in both countries the opportunity to participate in golf, in order to help restore self-confidence and provide a sense of purpose after injury. OCF aims to help its members learn the game of golf and find employment in the golf industry.

Rules corner: Zach Johnson

- **Details:** Zach Johnson's victory at Colonial in 2012 included some unexpected drama on the 72nd hole. Asked to move his ball marker by playing partner Jason Dufner, Johnson forgot to move it while caught up in the moment of winning and thoughts of his caddie's (Damon Green) father who had just passed away. Despite a two-stroke penalty, Johnson secured the win by sinking a crucial 5-foot par putt. PGA TOUR Rules Official, John Mutch, who informed Johnson before he signed an incorrect scorecard, will discuss the ruling and the unique circumstances surrounding it.

Wednesday

First Tee of Fort Worth/PURE Insurance Championship

- **Details:** Taylor Montgomery will surprise First Tee of Fort Worth participants with news of their selection to play in the PURE Insurance Championship on the PGA TOUR Champions.

Timing TBD

The 1973 Ford Bronco

- **Details:** The champion of the tournament will be presented with a customized 1973 Ford Bronco. Keith Mitchell and Michael Thompson, who have previously restored a classic Bronco in Sea Island, GA, will have an opportunity to connect with Bryan Rood of Classic Ford Broncos, who was responsible for the Schwab Bronco's customization.

Justin Suh and Joseph Bramlett's friendship

- **Details:** Suh affectionately refers Bramlett as his "big brother." During the practice round, they will reflect on their friendship, mentor-mentee relationship and discuss their plans for the remainder of the season.

Vincent Norrman's rise on PGA TOUR

- **Details:** Swedish star Vincent Norrman will discuss his journey from the Korn Ferry Tour to the PGA TOUR, sharing insights on his recent top-10 finishes, lessons learned from previous struggles in fall, and his aspirations to qualify for the FedExCup Playoffs.

Late bloomer Hayden Buckley's remarkable journey

- **Details:** Buckley will reflect on his unique path in golf, transitioning from baseball, overcoming challenges as a walk-on at the University of Missouri to become an All-American, and his ongoing success as a professional. With four top-10 finishes this season, he is poised to compete for his first PGA TOUR win.

Nick Taylor previews RBC Canadian Open

- **Details:** Taylor will preview the upcoming RBC Canadian Open, his home country's national open, and share insights on the state of Canadian golf. He will also reflect on his performances throughout the season.

Pre-Produced Videos

- #TOURVault 2020: Sung Kang's ace on No. 13 ([Korean social](#))
- #TOURVault 2022: Sungjae Im's hole-out from the bunker ([Korean social](#))
- #TOURVault 2014: Ryo Ishikawa's chip-in birdie from the fringe ([Japanese social](#))
- #TOURVault 2018: Satoshi Kodaira's iron-shots compilation ([Japanese social](#))

Miscellaneous

Upcoming Notable Birthdays

- May 25, 1984 – Rafa Cabrera Bello
- May 27, 1912 – Sam Snead
- May 29, 1991 – Seung-Yul Noh
- June 2, 1922 – Charlie Sifford
- June 3, 1945 – Hale Irwin
- June 4, 1987 – Sung Kang
- June 7, 1986 – Keegan Bradley
- June 15, 1995 – Cameron Champ
- June 19, 1985 – Anthony Kim
- June 21, 1986 – Sangmoon Bae
- June 21, 1996 – Scottie Scheffler
- June 21, 2002 – Tom Kim
- June 21, 1978 – Matt Kuchar
- June 28, 1995 – Si Woo Kim

Inside the Field: International Players

(*Field as of Monday, May 22 at 4:45pm ET)

Argentina: Emiliano Grillo

Australia: Aaron Baddeley, Cam Davis, Harrison Endycott, Lucas Herbert, Min Woo Lee

Austria: Matthias Schwab, Sepp Straka

Belgium: Thomas Detry

Canada: Nick Taylor

China: Zecheng Dou

England: Luke Donald, Tommy Fleetwood, Harry Hall, Aaron Rai, Justin Rose,
Callum Tarren, Ben Taylor, Matt Wallace, Danny Willett

Germany: Stephan Jaeger

New Zealand: Ryan Fox

Norway: Viktor Hovland

Scotland: Russell Knox

Slovakia: Rory Sabbatini

South Africa: Christiaan Bezuidenhout, MJ Daffue, Dylan Frittelli, Garrick Higgo,
Erik van Rooyen

South Korea: Byeong Hun An, Sungjae Im, S.H. Kim, Si Woo Kim, K.H. Lee

Sweden: David Lingmerth, Alex Noren, Henrik Norlander, Vincent Norrman