



FOR IMMEDIATE RELEASE
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Phil Mickelson Announced as Host of The American Express™ PGA TOUR Event

The Mickelson Foundation will also serve as the new tournament host organization and will continue to support Coachella Valley causes

LA QUINTA, Calif. – During a special event at the Madison Club on Saturday, Phil Mickelson announced that he will play a larger role in The American Express PGA TOUR event as the official host and that his charity, The Mickelson Foundation, will be the host organization of the event beginning this year. Mickelson also added that all funds raised from The American Express will stay in the Coachella Valley to support local charities.

“The PGA TOUR asked that I, along with my foundation, take on a bigger role and my wife Amy and I decided that it would be the right fit,” said Mickelson. “We want to have more direct involvement in the charitable support and contributions here in the valley. All of the revenue from the event will stay here going forward, so when you come out and support this tournament you are also supporting the Coachella Valley.”

Mickelson’s involvement in the tournament will be focused on the charitable aspects this year and he will continue to be more involved in player recruitment and other areas as the event continues to grow.

“To partner with American Express, a brand involved with many other world-class sporting and entertainment events around the world, and to have them see our vision is important,” Mickelson added. “What makes me so excited is that in all of sports there is no greater value than we have here with The American Express. From a terrific golf tournament, to hosting two of the greatest music artists in the world, we will make The American Express the place to be in January.”

Jeff Sanders, The American Express Executive Director and President of Golf Events for Lagardère Sports, also announced on Saturday that Rock and Roll Hall of Famer Stevie Nicks and country music superstar Luke Bryan will perform after golf on January 17 and 18, respectively. Admission to the concerts after golf is included with the golf tournament tickets.

The American Express will be played at the iconic PGA WEST Stadium, PGA WEST Nicklaus and La Quinta Country Club courses, January 16-19, 2020.

Daily event tickets are on sale now for just \$35 for Wednesday, Thursday and Sunday and \$50 for Friday and Saturday. All tickets include admission to the PGA TOUR golf tournament and three on-course hospitality venues: the Albertsons Vons Pavilions Club 18, Casamigos Tequila Club 17,



Michelob Ultra Beers Fore Birdies, and Corona Premier Par Tee Lounge. Friday and Saturday tickets will also include admission to the concert after golf. There are no cover charges or upgraded tickets needed for admission to the on-course hospitality venues or to attend the concerts.

For more event information and to buy tickets please visit www.TheAmexGolf.com.

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Media Contact

Ryan Fowler
Director of Marketing and Communications
Golf Event Division
Lagardère Sports USA
503-924-6222
rfowler@lagardere-se.com

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About Lagardère Sports & Entertainment

A division of the Lagardère Group dedicated to Sports and Entertainment, Lagardère Sports deploys its international expertise in six complementary business lines: Events management; Talent representation; Stadium & Arena operations; Marketing services and brand activation; Media rights production and distribution; and sports academy management. Lagardère Sports has more than 1,300 employees and conducts business in more than 20 countries. Current Lagardère Golf clients include PGA TOUR stars Phil Mickelson, Davis Love III, Harris English, Jon Rahm and Keegan Bradley. The Lagardère Sports and Entertainment Golf Event Management Division is based in Beaverton, Oregon and is led by industry veteran Jeff Sanders.