



## **Debut of Web.com Tour Finals Will Bring Strongest Field Ever to Albertsons Boise Open**

*The Albertsons Boise Open presented by Kraft & Nabisco will debut in September as a Web.com Tour Finals event, hosting its best field ever including current PGA TOUR players, along with a \$1 Million purse and 50 PGA TOUR Cards on the line*

**(August 1, 2016)** – Local media representatives, Albertsons executives, sponsors, volunteers, and Lagardère Sports tournament organizers gathered today at Hillcrest Country Club for Media Day to kick-off the 2016 Albertsons Boise Open presented by Kraft & Nabisco. The 27<sup>th</sup> Annual Albertsons Boise Open returns to Hillcrest Country Club September 15-18, and it will mark a new and exciting chapter as the tournament will become one of the four prestigious season-ending Web.com Tour Finals events, similar to the PGA TOUR's FedExCup Playoffs. The 2016 Albertsons Boise Open will feature its strongest field to date as the Top 75 Web.com Tour players from the regular season will battle it out with 75 PGA TOUR players for their 2016-2017 PGA TOUR cards.

Jeff Sanders, Executive Director of the Albertsons Boise Open, commented on the importance of becoming a Web.com Tour Finals Event. "Launching the Web.com Tour Finals this year will allow us to take this Boise community tradition to new levels, especially with the stellar field we'll see at Hillcrest in September comprised of current PGA TOUR players and the best of the Web.com Tour, the largest purse on Tour, and 50 PGA TOUR Cards on the line. We look forward to continuing to help Albertsons break charitable records and deliver significant dollars that truly make an impact on Boise-area charities for years to come. Albertsons has been such a great title sponsor for 27 years and we are very grateful to Bob Miller and the Executive Team for their tremendous support along the way."

Current Web.com Tour #3 ranked player Richy Werenski answered questions and gave his perspective on the importance of the Web.com Tour Finals and what it means for the Albertsons Boise Open to become one of four Finals Events. Richy is extremely excited to have his shot at Hillcrest Country Club in September to secure his 2016-2017 PGA TOUR Card. 2015 Albertsons Boise Open Champion and current PGA TOUR player Martin Piller called in during the Press Conference and shared his thoughts on the Web.com Tour Finals and life as a PGA TOUR player.

The tournament announced it will host Michelob Ultra Rockin' the Fairway, a two-part live music series on-site at Hillcrest Country Club Friday and Saturday evenings at the conclusion of golf action. Local favorite Pilot Error will take the stage Friday evening, September 16<sup>th</sup> at approximately 5:30 PM. Saturday's live music will feature Boise's own Lounge on Fire and will begin around 4 PM. All Albertsons Boise Open ticket holders are granted admission for the live music with their daily or weekly golf ticket. Daily tickets are \$15 and weekly tickets purchased in advance are \$25, or \$35 at the gate. Tickets are available at [www.AlbertsonsBoiseOpen.com](http://www.AlbertsonsBoiseOpen.com).

The Albertsons Boise Open also announced the schedule of special events for the week. The Idaho Statesman Junior Clinic returns this year to Wednesday, September 14<sup>th</sup> at 5:00 PM, and as always is free for all junior golfers

and their families. Family Day featuring games, mascots, face painting, snow cones, and reptile shows will take place on Saturday from 11 AM – 3 PM. The Free Bisquick Pancake Breakfast for all ticket holders will be Sunday beginning at 9 AM. The Patriots' Outpost hospitality area, open to all active, retired, and reserve military and their families, will be open Thursday to Sunday beginning at 10 AM.

The Albertsons Boise Open presented by Kraft & Nabisco has given over \$18 Million to hundreds of charities since the tournament began, which is an all-time record on the Web.com Tour in terms of total charitable contributions. Thanks to Albertsons and the Tyson Foods TICKETS Fore CHARITY™ program, 100% of all ticket sales support local charities. For more information, please visit [www.AlbertsonsBoiseOpen.com](http://www.AlbertsonsBoiseOpen.com).

## **MEDIA CONTACT**

Jeff Sanders  
Albertsons Boise Open Executive Director  
[JSanders@lagardere-unlimited.com](mailto:JSanders@lagardere-unlimited.com)  
(503) 924-6200

David Babcock  
Albertsons Boise Open Tournament Director  
[DBabcock@lagardere-unlimited.com](mailto:DBabcock@lagardere-unlimited.com)  
(503) 924-6202

## **ABOUT THE ALBERTSONS BOISE OPEN PRESENTED BY KRAFT & NABISCO**

The Albertsons Boise Open presented by Kraft & Nabisco is one of only four Web.com Tour events that have existed since the Tour's inception in 1990, and the event has played host to many of golf's current superstars. The Albertsons Boise Open is much more than a golf tournament, having provided over \$18 Million to Idaho non-profit organizations in its history. In addition, the tournament showcases Boise and the State of Idaho to millions of viewers nationally and internationally on Golf Channel. The Albertsons Boise Open returns to Hillcrest Country Club September 15-18, 2016. Thanks to the Tyson Foods TICKETS Fore CHARITY™ program, 100% of all ticket sales support local charities. For more information, please visit [www.AlbertsonsBoiseOpen.com](http://www.AlbertsonsBoiseOpen.com).

## **ABOUT THE WEB.COM TOUR**

The Web.com Tour is now The Path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Web.com Tour and the season culminating at the four-event Web.com Tour Finals. Web.com became the Tour's umbrella sponsor on June 27, 2012. The Tour enters its 27th year of competition in 2016. Three out of four PGA TOUR members are Web.com Tour alumni. Tour alumni have won over 440 PGA TOUR titles, including 22 majors and six PLAYERS Championships. The PGA TOUR surpassed \$2 billion in charitable giving in Jan. 2014. To learn more about the PGA TOUR and Web.com Tour visit [PGATOUR.COM](http://PGATOUR.COM), Twitter, Facebook and Instagram.

## **ABOUT LAGARDÈRE SPORTS**

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, Jordan Spieth, Davis Love III, Luke Donald, and Keegan Bradley. The Lagardère Sports Golf Event Management Division is based in Beaverton, Oregon and is led by industry veteran Jeff Sanders.