

August 10, 2013

GOLF WEEK

PGA's 'Pick the Hole' garners 92,000 votes

By: Nick Masuda



More than 92,000 votes were tallied in the PGA Championship's "Pick the Hole Location Challenge," with option "C" crowned the winner on Saturday afternoon at Oak Hill CC.

Location C at the par-3 15th hole will be 25 yards from the front of the green and just four yards from both the right side of the green and lake that is just beyond the right edge. The 15th is a downhill, 181-yard hole that features a narrow green where the wind normally blows the ball toward the hazard on the right.

The tough pin location will bring the water into play, and will present a tough choice for those in contention down the stretch.

The challenge – co-hosted by the PGA of America and legend Jack Nicklaus – was intended to educate fans on how pins are chosen, allow for fan engagement and how hole location information is parsed to players every day.

“Our goal was to ensure that golf fans worldwide were more engaged with the 95th PGA Championship than ever before, and we are delighted with the results,” PGA president Ted Bishop said. “Just as important, the players have been very complimentary about the interactive nature of the initiative and the innovative opportunity for fan participation.”

Nicklaus was pleased with the final result – he also voted for Location C – and says that he'd likely play it safe if he was in the tournament, depending on where he was on the leaderboard on late Sunday.

“The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me,” said Nicklaus, who also voted for Hole Location C on PGA.com. “It’s like being able to call the shots during the fourth quarter of the Super Bowl.

“Now, if I was in the field, I would look at a hole location like option C and think, ‘No, no, no.’ I would likely stay away from going at that. Because option C is the closest to the water, it’s probably the most dangerous of the hole locations, especially if a player is trying to get it close. But that hole also gives a player an option if he wants to play conservatively, because there is plenty of room short left.”

<http://golfweek.com/news/2013/aug/10/pgas-pick-hole-garners-92000-votes/>



OVERTON TWEETS HIS BITTERNESS ABOUT MISSING PGA

By Doug Ferguson

PITTSFORD, N.Y. (AP) –

15TH HOLE LOCATION: The people have spoken. They want to see the flag on the 181-yard 15th hole at Oak Hill next to the water.

The PGA Championship tried to get fans involved this year by allowing them to choose the hole location on the 15th hole for the final round. They were given four choices, with Jack Nicklaus providing input on the differences in strategy of the four choices.

The PGA of America said more than 92,000 votes were cast on its website, Facebook and Twitter over the last 19 days.

The winner was "Hole Location C," which will be 25 yards on and 4 yards from the water on the right.

Nicklaus, who won the PGA at Oak Hill in 1980, approved of the selection. In fact, he went online and voted for "C" himself.

"Now, if I was in the field, I would look at a hole location like Option C and think, 'No, no, no.' I would likely stay away from going at that," Nicklaus said. "Because Option C is the closest to the water, it's probably the most dangerous of the hole locations, especially if a player is trying to get it close. But that hole also gives a player an option if he wants to play conservatively, because there is plenty of room short left."

<http://bigstory.ap.org/article/overton-tweets-his-bitterness-about-missing-pga>

August 10, 2013



GOLF CHANNEL®

Fans' pick for 15th-hole location announced

PITTSFORD, N.Y. – Not surprisingly, fans wouldn't mind seeing a little carnage down the stretch Sunday at the [PGA Championship](#).

For the first time in a major, fans were allowed to select a final-round hole location, in this case, for the par-3 15th hole at Oak Hill.

More than 92,000 votes were cast over the past 19 days, and fans picked "Hole Location C" – the hole cut closest to the water, 25 yards deep and four paces from the right edge of the green.

So far this week, the 181-yard hole has played as the most difficult of the four par 3s, and the fourth-most difficult overall. Through three rounds it has yielded 41 birdies, 95 bogeys, 15 doubles and five others, while playing to a scoring average of 3.260.

<http://www.golfchannel.com/news/golftalkcentral/fans-pick-for-15th-hole-location-announced/>

August 10, 2013



Golf fans choose 'C' in Pick the Hole balloting

PITTSFORD, N.Y. Placing an indelible mark on a major championship for the first time ever, more than 92,000 votes were cast on PGA.com, Facebook and Twitter over the past 19 days in the "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus." The fans selected "Hole Location C" from among the four options for the official location of the 15th hole at Oak Hill Country Club during Sunday's final round of the Season's Final Major.

As a result, Sunday's hole location on No. 15 will be placed 25 yards from the front of the green—and just 4 yards from both the right side of the green and the lake that borders the right edge of the green. The selection by the fans means that the water hazard will almost certainly come into play, setting up a dramatic, risk-reward decision for the world's best players on the final par 3 of the 95th PGA Championship. During Sunday's final-round coverage on TNT and CBS, fans will be able to see the winning hole position live.

A collaborative learning experience between The PGA of America and record-tying, five-time PGA Champion Jack Nicklaus, the "PGA Championship Pick the Hole Location Challenge" is designed to educate fans on how course setup impacts a golfer's strategy in playing a hole; attract more people to the game through interactive fan engagement; and help explain what hole location information players are provided each day.

"The PGA of America is excited by the extremely positive response we have received for the PGA Championship Pick the Hole Challenge Hosted by Jack Nicklaus," said PGA President Ted Bishop. "Our goal was to ensure that golf fans worldwide were more engaged with the 95th PGA Championship than ever before, and we are delighted with the results. Just as important, the players have been very complimentary about the interactive nature of the initiative and the innovative opportunity for fan participation."

The recently redesigned 15th hole at Oak Hill is a difficult downhill 181-yard par 3 that requires a mid-iron to a narrow green. The picturesque lake along the right side of the green is the big concern for players, especially when the prevailing wind is blowing toward the hazard. A steep drop-off also lurks on the backside of the green and three bunkers accentuate the left side. Sharing his insight into playing the hole, Nicklaus was excited by the fans' selection, pointing out that players competing in the PGA Championship will be especially mindful of course management with this hole location. He expects players will use an "extra club or club-and-a-half" to compensate for the traditional wind direction, as a high shot that stays short of the flag and in the middle of the green is required to avoid the danger that defines and surrounds the hole. With the hole location so close to the water's edge, Nicklaus would opt to play it safe—the caveat being where a player stands on the leaderboard with just four holes to play in the Championship.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," said Nicklaus, who also personally voted for Hole

Location C on PGA.com. "It's like being able to call the shots during the fourth quarter of the Super Bowl.

"Now, if I was in the field, I would look at a hole location like Option C and think, 'No, no, no.' I would likely stay away from going at that. Because Option C is the closest to the water, it's probably the most dangerous of the hole locations, especially if a player is trying to get it close. But that hole also gives a player an option if he wants to play conservatively, because there is plenty of room short left."

Nicklaus, whose final PGA Championship victory occurred at Oak Hill in 1980, collaborated with PGA Chief Championships Officer Kerry Haigh to select the scenic 15th hole, due to the impact it will likely have on the PGA Championship's outcome. As a result, Haigh identified and selected four distinct Championship hole locations for fans to vote.

PGA.com, the Official Website of The PGA of America and managed by Turner Sports, also offered video vignettes from Nicklaus that educated golfers on how course setup impacts a golfer's strategy in playing a hole. Fans were also encouraged to follow the conversation via #pgachamp #YouPick.

Haigh, who has set up PGA Championship, Ryder Cup, Senior PGA Championship presented by KitchenAid, and PGA Grand Slam of Golf courses since 1989, is excited about the possibilities of the Challenge.

"To me, it has been fascinating to listen to the insight of Jack Nicklaus, the best player in history, when he is looking at the yardage book, and what comes into his mind when playing to each of the four different hole locations," added Haigh. "The reason we chose hole No. 15 is that with the redesign, there's a lot of wonderful hole locations throughout the entire green. There's water down one side and a steep drop-off behind the green. Any hole location on this green is challenging, difficult and interesting. So, in terms of setting it up, from my standpoint, it was great."

The PGA Championship perennially features the strongest field in golf and is one of the most prestigious sporting events in the world. This week, 99 of the top-100 ranked players in the world are competing at Oak Hill. Since 1916, golf's best professionals have been competing for the PGA Championship's coveted Wanamaker Trophy, with a list of champions that includes: Rory McIlroy, Tiger Woods, Phil Mickelson, Ben Hogan, Sam Snead, Gene Sarazen, Walter Hagen and Nicklaus.

<http://sports.yahoo.com/news/pga-america-response-paul-mcginley-201606977--golf.html>

August 10, 2013



Fans pick trickiest hole location at 15 on Sunday

PITTSFORD, N.Y. — The results are in and the winner is ... potential peril.

Fans voted for the trickiest of the four choices in the inaugural PGA Championship Pick the Hole Location contest.

As a result, the pin placement at No. 15 (a 175-yard par-3) for Sunday's final round at Oak Hill Country Club will be tucked up in the back right of the green, just 4 yards from the right edge — and the steep slope into the pond — and 25 yards from the front.

Miss the green right and it's bye-bye golf ball. Miss left and the golfers might not be able to stop their chip from going into the drink if the greens are dry and fast.

Players were in favor of the idea to let fans have a say on pin placement.

"Any way we can incorporate the fans is good," said Zach Johnson, who is tied for 12th at 1 under after a third-round 70.

Graeme McDowell, an avid Tweeter, had been encouraging fans to vote. He also has been tweeting hole-location charts each day.

"We require a lot more fan interaction than we have right now, so this is a great idea," McDowell said. "It's not like they were going to put it 43-1 right and 1 (yard) behind. It was always going to be sensible placements."

The four selected hole locations were chosen by Kerry Haigh, who has set up championship courses for the PGA since 1989, and Jack Nicklaus.

The PGA of America said more than 92,000 ballots were cast on its website, Twitter and Facebook in the 19-day voting period. The PGA did not divulge voting totals for each pin-placement choice.

<http://www.usatoday.com/story/sports/golf/2013/08/10/pga-championship-fans-select-hole-location-for-15th-hole/2639659/>

August 10, 2013

The Palm Beach Post

Rory McIlroy gets back in hunt at PGA Championship with birdie-birdie finish for 67

By Brian Biggane

Fans pick toughest hole location: The PGA of America announced that more than 92,000 votes were cast online to select the location for the 15th hole in Sunday's final round, with the location considered the most difficult of the four candidates, Option C, being selected.

Jack Nicklaus, who participated in the promotion, said he voted for the winner. "If I was in the field, I would look at a hole location like Option C and say 'No, no, no,' " Nicklaus said. "Because Option C is closest to the water, it's probably the most dangerous."

The location would appear to be relatively close to the one used Saturday. It's 25 yards from the front of the green and just 4 yards from the right side and the lake that borders that side. The promotion marks the first time fans have participated in selecting a hole location in a major championship.

<http://www.palmbeachpost.com/news/sports/golf/roly-mcilroy-gets-back-in-hunt-at-pga-championship/nZLHD/>

August 5, 2013

Sports of The Times

Where to Place the Hole on No. 15? Fans Can Vote on It

By DAVE ANDERSON

At the United States Open, the British Open, the Masters and PGA Tour events, the 18 hole locations are determined the morning of each round by tournament officials who consider the speed and slope of a green and the weather forecast. But at this week's P.G.A. Championship, at Oak Hill Country Club in Rochester, you — yes, you — can vote on where the cup will be on the 15th green in Sunday's final round.

Fans can't call a hit-and-run at the World Series, a third-down pass at the Super Bowl or an out-of-bounds play in the N.B.A. finals, but interactive golf at a major golf championship, at least on one hole, has arrived.

Fans can visit PGA.com to vote for one of four hole locations on Oak Hill's par-3, 181-yard 15th hole in the final round, as selected by Kerry Haigh, the chief championships officer for the PGA of America. On the site, Haigh and Jack Nicklaus, a five-time winner of the P.G.A., explain the nuances surrounding each pin position of the four hole locations.

More than 40,000 votes have been recorded at PGA.com since July 23. The voting ends at 5 p.m. Eastern on Saturday. The hole location with the most votes will be placed early Sunday.

Rochester, on the shores of Lake Ontario in upstate New York, seems off the patrician path for a major, but Walter Hagen and Donald Ross put Rochester on the golf map a century ago.

Hagen, the son of a blacksmith, was a caddie and a teaching assistant pro as a teenager at the Country Club of Rochester before winning the United States Open in 1914 and 1919 as well as five P.G.A. Championships at match play and four British Opens in the 1920s.

When Oak Hill decided to improve its golf course, it hired Ross as its architect in 1924, and the golf world beat a path to its mighty trees.

Oak Hill is the only course to have hosted the United States Open, the P.G.A. Championship, the Ryder Cup, the United States Amateur, the United States Senior Open and the Senior P.G.A. Championship.

Cary Middlecoff (1956), Lee Trevino (1968) and Curtis Strange (1989) won the United States Open there. The P.G.A. Championship at Oak Hill went to Nicklaus (with a seven-stroke win, a record margin at the time, in 1980) and Shaun Micheel (with a 7-iron to within 2 inches at the 72nd hole in 2003).

Oak Hill is also the only championship course to have had one of golf's most improbable feats. In the second round of the United States Open in 1989, four golfers, each with a 7-iron, made a hole in one on the 167-yard sixth hole within two hours.

In the 88 previous Opens, there were only 17 known aces; the most at any United States Open had been three in 1982 at Pebble Beach.

At 8:15 that morning, Doug Weaver, a 29-year-old from Hilton Head, S.C., watched his ball soar over the muddy creek that flowed in front of the green then up along its left side, and land on the green.

“The decibel level in the grandstand went up and up and up,” Weaver said later, and when the ball disappeared into the cup, “it sounded like a clap of lightning.”

At 9:25 a.m., Mark Wiebe, a 31-year-old from Highlands Ranch, Colo., made his ace. (Wiebe won the Senior British Open on the fifth playoff hole with Bernhard Langer on July 29.)

At 9:50 a.m., Jerry Pate, a 35-year-old who won the 1976 United States Open but had been struggling with a shoulder injury, saw his ball dive into the hole in a shallow bowl about 7 yards short of the scorecard yardage.

At 10:05 a.m., Nick Price, from Zimbabwe, who later won two P.G.A. Championships and the British Open, made his ace.

“Weaver’s ball hit just at the crest of the slope about 15 feet away, spun back and gently rolled into the hole,” said a gallery marshal, Greg Stamm, a lawyer from Buffalo. He witnessed all four aces. “Wiebe’s hit real hard about 3 feet behind the hole and came straight back. Pate’s hit about 3 feet behind and backed in softly. Price’s hit on the crest about 20 feet away and spun back in.”

By then, Weaver was elsewhere on the course, but not that far away.

“The best part for me,” Weaver said, “was that I was on the 12th tee, less than 100 yards from the sixth green when Mark got his hole in one. I was in the middle of the 13th fairway when I heard the roar for Jerry, and I was on the 14th hole when I heard the roar for Nick’s. I was able to relive it every time.”

With a one-over-par 71, Wiebe was the only one of the four to make the 36-hole cut. He finished tied for 33rd.

When the P.G.A. picked a par-3 at Oak Hill to initiate its interactive era, it did not consider the sixth hole; it chose the 15th hole. It did not want anybody reminiscing about the 1989 United States Open. This is the P.G.A. Championship, thank you. Yes, you.

http://www.nytimes.com/2013/08/06/sports/golf/where-to-place-the-hole-on-no-15-vote-on-it.html?_r=0



July 25, 2013

What's your pin? Fans to choose course setup for PGA Championship



(CNN) -- Golf fans from around the world will have a chance to make history at next month's PGA Championship with just a click of a button.

Fans have been given the unique opportunity to design part of the course setup by deciding just where to place the pin on the par-three 15th at Oak Hill Country Club, Rochester, New York. An online poll offers four different positions for the pin on the 181-yard hole, which is downhill with a narrow green, surrounded by water and two bunkers.

The "[PGA Championship Pick the Hole Location Challenge](#)" is hosted by Jack Nicklaus, who won the final of his five PGA championships at Oakhill in 1980.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus told the [PGA's official website](#).

"It's like being able to call the shots during the fourth quarter of the Super Bowl. In addition to playing a key role in the outcome of the Championship, golf fans can learn many aspects of on-course strategy, as the PGA of America and I present educational videos to enhance their golf experience.

"I believe this new concept will serve as an exciting hands-on learning experience for golf fans and I'm happy to be involved."

Voting finishes on August 10 -- the day before Rory McIlroy begins the defense of his title. PGA President Ted Bishop believes the social media interaction will help boost the profile of golf's final major of the season.

"The PGA of America is delighted to present this innovative opportunity, as we believe this is the first time that consumers have been able to make a direct and significant impact on a global sports arena," said Bishop.

"We are honored that the legendary Jack Nicklaus will lead fans as their host and teacher in understanding the nuances that the greatest players in golf consider and think about regarding course setup and hole locations -- and the effect their selection will have on the eventual outcome of the 95th PGA Championship."

Meanwhile, England's Lee Westwood will hope to finally break his major duck at Oak Hill after squandering a glorious opportunity at the Open Championship.

Westwood threw away a two-shot lead at Muirfield allowing Phil Mickelson to roar up the leaderboard and snatch victory.

"Obviously, I was a little bit disappointed not to play well on the last day and to win the Open Championship, but as a golfer, you have to take the positives out whenever you can," he told reporters.

"You don't win very often and it was a top-three (finish) in another major championship. I didn't feel like I had my best game but I still had a two-shot lead going into the final round, so that's a positive."

<http://edition.cnn.com/2013/07/24/sport/golf/golf-pga-tournament-nicklaus>



July 24, 2013

'PGA Championship Pick The Hole Location Challenge Hosted By Jack Nicklaus' To Offer Unprecedented Golf Fan Engagement And Education

PGA.com Fan Voting to Determine Specific Location of Hole No. 15 During 95th PGA Championship Final Round

PALM BEACH GARDENS, Fla. (July 23, 2013) - For the first time ever, golf fans worldwide will be able to have a direct impact on the hole location of a major championship, through the newly created "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus." The Challenge will be conducted in conjunction with the 95th PGA Championship, the Season's Final Major, at Oak Hill Country Club in Rochester, N.Y., Aug. 5-11.

A collaborative learning experience between The PGA of America and record-tying, five-time PGA Champion Jack Nicklaus, the "PGA Championship Pick the Hole Location Challenge" is designed to educate fans on how course setup impacts a golfer's strategy in playing a hole; attract more people to the game; and help explain what hole location information players are provided each day.

As a result, fans are encouraged to visit PGA.com from July 23-Aug. 10, in order to vote for one of four exciting and challenging final-round hole locations for the par-3, 181-yard 15th hole at Oak Hill. Nicklaus, whose final PGA Championship victory occurred at Oak Hill in 1980, collaborated with PGA Chief Championships Officer Kerry Haigh to select the picturesque 15th hole due to the impact it will likely have on the PGA Championship's outcome. As a result, Haigh has identified and selected each of these four distinct Championship hole locations for fans to vote. On August 11, during Sunday's final round coverage on TNT and CBS, fans will be able to see the winning hole position that will be used on the 15th green.

"The opportunity for fans to take part in the interactive 'PGA Championship Pick the Hole Location Challenge' is part of a new era in engagement that connects golf fans with the Season's Final Major in a fun and dramatic way," said PGA President Ted Bishop. "The PGA of America is delighted to present this innovative opportunity, as we believe this is the first time



that consumers have been able to make a direct and significant impact on a global sports arena. We are honored that the legendary Jack Nicklaus will lead fans as their host and teacher in understanding the nuances that the greatest players in golf consider and think about regarding course setup and hole locations-and the effect their selection will have on the eventual outcome of the 95th PGA Championship."

PGA.com, the Official Website of The PGA of America which is managed by Turner Sports, will also offer video vignettes from Nicklaus that will educate golfers on how course setup impacts a golfer's strategy in playing a hole. Fans are also encouraged to follow the conversation via #pgachamp #YouPick.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said. "It's like being able to call the shots during the fourth quarter of the Super Bowl. In addition to playing a key role in the outcome of the Championship, golf fans can learn many aspects of on-course strategy, as The PGA of America and I present educational videos to enhance their golf experience. I believe this new concept will serve as an exciting hands-on learning experience for golf fans and I'm happy to be involved."

Haigh, who has set up PGA Championship, Ryder Cup, Senior PGA Championship presented by KitchenAid, and PGA Grand Slam of Golf courses since 1989, is excited about the possibilities of the Challenge. "Now, golf fans will experience what is involved with the selection of hole locations, as well as the dramatic effect that this placement has on the game plans of the world's best players. Accordingly, golf enthusiasts can then turn to the legendary Jack Nicklaus for his exclusive insight on golf course management."

A sweepstakes will also be held on PGA.com in conjunction with the "PGA Championship Pick the Hole Location Challenge," with entrants having an opportunity to win a behind-the-scenes experience for two during the 2014 PGA Championship at Nicklaus-designed Valhalla Golf Club in Louisville, Ky.

The PGA Championship perennially features the strongest field in golf and is one of the most prestigious sporting events in the world. Since 1916, golf's best professionals have been competing for the PGA Championship's coveted Wanamaker Trophy, with a list of champions that includes: Rory McIlroy, Tiger Woods, Phil Mickelson, Ben Hogan, Sam Snead, Gene Sarazen, Walter Hagen and Nicklaus.

About The PGA of America

Since its founding in 1916, The PGA of America has maintained a twofold mission: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, The PGA enables its professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry. By creating and delivering world-class championships and innovative programs, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. As The PGA nears its centennial, the PGA brand represents

the very best in golf.

About PGA.com

PGA.com is the official online destination for The PGA of America and is home to the PGA Championship, the Senior PGA Championship, The PGA Grand Slam of Golf and The Ryder Cup. Beginning in 2002, Turner Sports and the PGA formed a multi-year alliance with a mission to serve the golfing public, PGA Professionals and the golf industry with products and services to grow the game of golf. The two organizations recently expanded the deal through 2019 to include licensing with Turner's Cartoon Network Enterprises (CNE) serving as the PGA's licensing agent in the youth marketplace.

As a leader and innovator in broadband golf coverage, PGA.com continues to gain success for its PGA.com LIVE video presentation of PGA's premier events. In 2012, PGA.com's PGA Championship LIVE received a Sports Emmy for Outstanding New Approaches in Sports; in 2010, PGA.com garnered a Webby Award for Best Interactive Video for its 2010 Ryder Cup LIVE coverage. In 2009, PGA.com's on air, online and mobile coverage of the PGA Championship was nominated for an Emmy® by the National Television Academy and was awarded a CommArts Interactive award for the PGA Championship LIVE video and the PGA Championship iPhone app.

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<http://www.thegolfwire.com/stories/294240>

Los Angeles Times

July 24, 2013

Fans get to pick pin location for one PGA Championship hole

By: David Wharton

Pro golfers have never been shy about griping to officials over tough pin locations.

But when the [PGA Championship](#) comes around next month, they may have to direct their complaints elsewhere -- to the fans.

The PGA has launched a campaign in which the public can vote online to select the pin location for the par-three, 181-yard 15th hole on the final day of the annual tournament, which is being played at Oak Hill this year.

"The opportunity for fans to take part in the interactive 'PGA Championship Pick the Hole Location Challenge' is part of a new era in engagement that connects golf fans with the season's final major in a fun and dramatic way," PGA President Ted Bishop said in a statement.

Voters will [choose from four potential locations](#) on the green. Jack Nicklaus, who has signed on as a spokesman, will appear in PGA.com videos explaining how course setup can influence a player's strategy.

Nicklaus likened the campaign to "being able to call the shots during the fourth quarter of the Super Bowl."

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said.

Easy for him to say. He won't have to play it.

<http://www.latimes.com/sports/sportsnow/la-sp-sn-fans-vote-pga-championship-20130724,0,2337464.story>



July 24, 2013

Fans to pick hole location for final round at PGA

GULLANE, Scotland — If Phil Mickelson and Ian Poulter don't like the hole location for the par-3 15th at Oak Hill in the final round of the PGA Championship, they might want to take it up with the fans.

After all, the fans are going to decide where to put the pin.

The PGA of America announced a contest called "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus."

Fans can go to the PGA's website — www.PGA.com/pickthehole — starting Tuesday through Aug. 10 to vote for one of four options for the hole location. The idea is to educate fans on how a course setup affects strategy, show them the kind of information on hole locations the players are given each day and let them take part in their own way in the PGA Championship.

The final major is Aug. 8-11.

Nicklaus won his record-tying fifth PGA Championship at Oak Hill in 1980 by seven shots over Andy Bean. That had been the largest margin of victory in the PGA Championship until Rory McIlroy won by eight last year at Kiawah Island.

"The idea came up, we spoke to Jack and he was very excited about it," said Kerry Haigh, the chief championships officer for the PGA of America.

The 15th hole is 181 yards with bunkers to the left and water along the right side.

The fans won't be able to put the flag wherever they want. Haigh said the 15th green has a number of options for pins, and he has selected four from which the fans can choose. They will not affect where he sets the hole location for the other three rounds.

"They will be four not used during the week," he said. "It's a green that does have plentiful locations because there's water all the way down the length of the hole, and three bunkers. There isn't an easy one. It's difficult. And it's sheltered by a tree on the left, so the wind will influence the shot. It will be fun."

This won't be like throwing darts.

When fans go to the website, they can click one of the four hole locations to get a visual presentation, along with the audio of Nicklaus explaining the differences in how it could affect the shot.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said. "It's like being able to call the shots during the fourth quarter of the Super Bowl. ... I believe this new concept will serve as an exciting hands-on learning experience for golf fans, and I'm happy to be involved."

Haigh has been in charge of setting up the course for the PGA Championship, Senior PGA and Ryder Cup since 1989.

A sweepstakes will be held in conjunction with the contest, with one prize a chance to get behind-the-scenes experience at the PGA Championship next year at Valhalla.

http://bostonherald.com/sports/golf/2013/07/fans_to_pick_hole_location_for_final_round_at_pga

July 24, 2013

denverpost.com

Fans to pick hole location at PGA Championship



For the first time in the 95-year history of the PGA Championship, fans will play a role in the course setup for the tournament, which starts Aug. 8 at Oak Hill Country Club in Rochester, N.Y. In the "Pick the Hole Challenge" sponsored by the PGA of America, fans can vote on one of four pin positions for the final round for the par-3, 181-yard 15th hole. Voting began Tuesday at PGA.com. Jack Nicklaus, who won the last of his five PGA Championships in 1980 at Oak Hill, conceived the idea to involve fans in the pin-placement process. "It's like being able to call the shots during the fourth quarter of the Super Bowl," Nicklaus said.

http://www.denverpost.com/golf/ci_23718278/fans-pick-hole-location-at-pga-championship

July 23, 2013

Golf Digest

PGA of America places fate of world's best golfers in hands of sadistic fans

By [Alex Myers](#)

The PGA Championship is the year's fourth major, both in schedule and in the minds of the players. But this year it will become the first major to have true fan involvement.

Not that it should cause too much buzz, but fans will have a chance to vote on the final-round hole location for Oak Hill's par-3 15th hole. The fan voting will be hosted by Jack Nicklaus, who won his fifth and final PGA Championship at the Rochester, N.Y., course in 1980.



"The opportunity for fans to take part in the interactive 'PGA Championship Pick the Hole Location Challenge' is part of a new era in engagement that connects golf fans with the Season's Final Major in a fun and dramatic way," said PGA President Ted Bishop. "The PGA of America is delighted to present this innovative opportunity, as we believe this is the first time that consumers have been able to make a direct and significant impact on a global

sports arena. We are honored that the legendary Jack Nicklaus will lead fans as their host and teacher in understanding the nuances that the greatest players in golf consider and think about regarding course setup and hole locations -- and the effect their selection will have on the eventual outcome of the 95th PGA Championship."

Fans are encouraged to visit PGA.com from July 23-Aug. 10 in order to vote for one of four possible hole locations on the 181-yard hole during Sunday's final round on Aug. 11 (shown above). Of course, those four have been selected by the PGA of America, meaning devious fans can't just say they want the pin cut one yard over the water hazard that guards the green. A [video with Jack Nicklaus](#) goes more in-depth about the four options.

<http://www.golfdigest.com/golf-tours-news/blogs/local-knowledge/2013/07/pga-of-america-places-fate-of-worlds-best-golfers-in-hands-o.html#ixzz2ZzgdODX4>

July 23, 2013

Chicago Tribune

Fans to choose pin position at PGA Championship

(Reuters) - Golf fans will play a direct role in course set-up for the first time in a major at next month's PGA Championship in Rochester, New York, organizers said on Tuesday.

Through the "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus," fans will be able to choose online one of four designated pin positions at Oak Hill Country Club's par-three 15th for the final round.

http://articles.chicagotribune.com/2013-07-23/sports/sns-rt-us-golf-pga-fans-20130723_1_final-round-golf-fans-pga-president-ted-bishop

July 23, 2013



Golf fans can vote for pin position

By: Farrel Evans



Scott Halleran/Getty Images In the "Pick the Hole Challenge," fans may vote on one of four pin positions on the par-3, 181-yard 15th hole for the final round.

For the first time in the 95-year history of the PGA Championship, fans will play a role in the course setup for the tournament, which starts Aug. 8 at Oak Hill Country Club in Rochester, N.Y.

In the "Pick the Hole Challenge" sponsored by the PGA of America, fans may vote on one of four pin positions for the final round for the par-3, 181-yard 15th hole, the last par-3 on the 7,145-yard par-71 Donald Ross course.

Voting began Tuesday at PGA.com.

The 15th is a downhill setup with two bunkers on the left side and water on the right of a narrow green. This hole was chosen because of its importance as a closing hole in the tournament and the plethora of challenging pin locations.

According to Kerry Haigh, the chief championships officer for the PGA of America, there isn't an easy pin position on the hole.

[Jack Nicklaus](#), who won the last of his five PGA Championships in 1980 at Oak Hill, conceived the idea to involve fans in the pin-placement process.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said in a statement. "It's like being able to call the shots during the fourth quarter of the Super Bowl."

Course setup is generally the sole domain of the competition or championship committee at all professional golf tournaments.

At the PGA of America, Haigh oversees course setup for the PGA, the Ryder Cup, the Senior PGA and the PGA Grand Slam of Golf.

"A big part of this is not only to enhance participation and interests among golf fans worldwide," Haigh said, "but also to educate fans, spectators and non-golfers of the information that the best players in the world have when they stand on the tee with their hole sheet and yardage book and all the factors that they are considering for the shot."

Haigh hopes the contest gives fans valuable insight into the challenges of course setup in major championship golf.

"Our aim is to challenge the players and to make them think, but also make sure that it's fair and good shots are rewarded," he said. "It's a delicate balance. In setting those hole locations, you want to give a variety of front, back, left and right so that players have to think their way around the course and not be able to just stand up and hit it. Creating that fair and challenging test creates excitement."

Voting ends at the close of the third round of the season's final major on Aug 10.

http://espn.go.com/golf/story/_/id/9502940/pga-championship-let-fans-vote-select-pin-position-final-round-par-3-15th-oak-hill-country-club

July 23, 2013

HUFF POST SPORTS

Fans Voting On Pin Placement For 15th Green At PGA Championship 2013

Fans are no stranger to opinions about the hole locations at golf's majors. This year, they can [choose one](#) before it begins.

For next month's PGA Championship, the Pick The Hole Location Challenge [will allow golf fans to vote](#) beginning today through Saturday's third round – picking the spot for the cup to be cut Sunday on the 15th green at Oak Hill, choosing from four possibilities.

The online poll is intended to teach fans about course setup and its impact on golfers' strategies as they play. The collaborative effort between the PGA of America and Jack Nicklaus, who won his last PGA Championship at Oak Hill in 1980 and is the challenge's named host, [also seeks to explain the hole-location](#) information that is given to players each day.

Voting begins today at [PGA.com](#).

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"In addition to playing a key role in the outcome of the Championship, golf fans can learn many aspects of on-course strategy, as The PGA of America and I present educational videos to enhance their golf experience."

PGA president Ted Bishop echoed the sentiment.

"We are honored that the legendary Jack Nicklaus will lead fans as their host and teacher in understanding the nuances that the greatest players in golf . . . think about regarding course setup and hole locations – and the effect their selection will have on the eventual outcome of the 95th PGA Championship," Bishop said.

Sweepstakes prizes [also will be tied to the challenge](#), as well as video vignettes from Nicklaus that will educate golfers about the ways course setup impacts a golfer's strategy in playing a hole.

PGA Chief Championships Officer Kerry Haigh selected the four potential hole locations on the 15th green after he and Nicklaus chose the hole for the challenge.

"Now, golf fans will experience what is involved with the selection of hole locations, as well as the dramatic effect that this placement has on the game plans of the world's best players," Haigh said.

http://www.huffingtonpost.com/2013/07/23/fans-vote-pin-placement-pga-championship-2013_n_3641027.html

July 23, 2013



GolfTalkCentral

Fans to select final-round hole location at PGA

Fans could have a direct impact on who wins this year's **PGA Championship**.

For the first time, the PGA of America has opened up a Pick the Hole Location Challenge for this year's PGA at Oak Hill. From July 23-Aug. 10, fans can go online at PGA.com to vote for one of four hole locations on the 181-yard, par-3 15th hole. Jack Nicklaus, the 1980 PGA champion at Oak Hill, and Kerry Haigh, the PGA's chief communications officer, have pre-selected the four options.

The winning hole location will be used during the final round of the PGA.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said in a release. "It's like being able to call the shots during the fourth quarter of the Super Bowl."

<http://www.golfchannel.com/news/golftalkcentral/fans-to-select-final-round-hole-location-at-pga/>

July 23, 2013



A Major First: PGA Championship Pick the Hole Location Challenge



PALM BEACH GARDENS, Fla. (July 23, 2013) - For the first time ever, golf fans worldwide will be able to have a direct impact on the hole location of a major championship, through the newly created "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus." The Challenge will be conducted in conjunction with the 95th PGA Championship, the Season's Final Major, at Oak Hill Country Club in Rochester, N.Y., Aug. 5-11.

A collaborative learning experience between The PGA of America and record-tying, five-time PGA Champion Jack Nicklaus, the "PGA Championship Pick the Hole Location Challenge" is designed to educate fans on how course setup impacts a golfer's strategy in playing a hole; attract more people to the game; and help explain what hole location information players are provided each day.

As a result, fans are encouraged to visit PGA.com from July 23-Aug. 10, in order to vote for one of four exciting and challenging final-round hole locations for the par-3, 181-yard 15th hole at Oak Hill. Nicklaus, whose final PGA Championship victory occurred at Oak Hill in 1980, collaborated with PGA Chief Championships Officer Kerry Haigh to select the picturesque 15th hole due to the impact it will likely have on the PGA Championship's outcome. As a result, Haigh has identified and selected each of these four distinct Championship hole locations for fans to vote. On August 11, during Sunday's final round coverage on TNT and CBS, fans will be able to see the winning hole position that will be used on the 15th green.

"The opportunity for fans to take part in the interactive 'PGA Championship Pick the Hole Location Challenge' is part of a new era in engagement that connects golf fans with the Season's Final Major in a fun and dramatic way," said PGA President Ted Bishop. "The PGA of America is delighted to present this innovative opportunity, as we believe this is the first time that consumers have been able to make a direct and significant impact on a global sports arena. We are honored that the legendary Jack Nicklaus will lead fans as their host and teacher in understanding the nuances that the greatest players in golf consider and think about regarding course setup and hole locations—and the effect their selection will have on the eventual outcome of the 95th PGA Championship."

PGA.com, the Official Website of The PGA of America which is managed by Turner Sports, will also offer video vignettes from Nicklaus that will educate golfers on how course setup impacts a golfer's strategy in playing a hole. Fans are also encouraged to follow the conversation via [#pgachamp](https://twitter.com/pgachamp) [#YouPick](https://twitter.com/YouPick).

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A sweepstakes will also be held on PGA.com in conjunction with the "PGA Championship Pick the Hole Location Challenge," with entrants having an opportunity to win a behind-the-scenes experience for two during the 2014 PGA Championship at Nicklaus-designed Valhalla Golf Club in Louisville, Ky. The PGA Championship perennially features the strongest field in golf and is one of the most prestigious sporting events in the world. Since 1916, golf's best professionals have been competing for the PGA Championship's coveted Wanamaker Trophy, with a list of champions that includes: Rory McIlroy, Tiger Woods, Phil Mickelson, Ben Hogan, Sam Snead, Gene Sarazen, Walter Hagen and Nicklaus.

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<http://ca.sports.yahoo.com/news/major-first-pga-championship-pick-105907844--golf.html>

July 23, 2013



Fans get chance to impact golf's final major of 2013



Starting today golf fans, you will have a chance to have a say in pin placement for next month's PGA Championship. That could make you the target of some of the best players in the world, who might demand that you check your ego.

That's what eventual British Open champion Phil Mickelson said after the first round of the Open, suggesting the course was set up using some "really funky" pin positions. "You've got (to) let go of your ego sometimes and just set the course up the way the best players can win," he said.

PICK THE LOCATION: [Vote here](#)

Never fear. Jack Nicklaus will be there to back you up.

The PGA of America will give fans a chance to choose the hole location on the 181-yard, par-3 15th hole for the final round of the PGA Championship, Aug. 8-11, at Oak Hill Country Club in Rochester, N.Y. The "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus" begins this morning at [pga.com](#). The contest runs through Aug. 10.

It means that for the first time golf fans can have a direct impact on hole location in a major. It doesn't mean they can choose a location 2 inches from the edge of the green, near the water, or in the middle of a slope making it impossible to stop the ball close.

The four selected hole locations have been methodically and strategically chosen by Kerry Haigh, who has set up championship courses for the PGA since 1989, and Nicklaus.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said.

The PGA website will provide video clips showing the 15th hole, with Nicklaus discussing each of the locations, what makes them interesting and how to approach them.

"I found it fascinating listening to Jack talking about what he's thinking about as a player," Haigh said.

And why the 15th hole? It's late in the round, it could prove pivotal and there are many tricky locations to choose from.

"That's one of the reasons this hole was selected," Haigh said. "There are a lot of options, and none of them are particularly easy."

<http://www.usatoday.com/story/sports/golf/2013/07/23/pga-championship-hole-location-15-final-round-jack-nicklaus/2577443/>

July 23, 2013



'PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus' To Offer Unprecedented Golf Fan Engagement And Education

PGA.com Fan Voting to Determine Specific Location of Hole No. 15 During 95th PGA Championship Final Round



PALM BEACH GARDENS, Fla., July 23, 2013 /PRNewswire/ -- For the first time ever, golf fans worldwide will be able to have a direct impact on the hole location of a major championship, through the newly created "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus." The Challenge will be conducted in conjunction with the 95th PGA Championship, the Season's Final Major, at Oak Hill Country Club in Rochester, N.Y., Aug. 5-11.

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<http://finance.yahoo.com/news/pga-championship-pick-hole-location-120000234.html>

July 23, 2013



PGA Championship "Pick the Hole Location Challenge"

A new competition will allow golf fans to pick where the hole will be on the 15th green during the final round of the PGA Championship at Oak Hill Country Club next month.

The competition, created by golf legend Jack Nicklaus, gives fans four choices of location and you can watch an animation of where the cup will be placed.

It's the first time golf fans have been involved in picking the location of a hole in a major championship.

[Click here](#) to "Pick the Hole Location"

<http://www.nbcnews.com/id/52553594/>

July 23, 2013



A Major First: PGA Championship Pick the Hole Location Challenge



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<http://sports.yahoo.com/news/major-first-pga-championship-pick-105907844--golf.html>

July 23, 2013

THE SACRAMENTO BEE  sacbee.com

'PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus' To Offer Unprecedented Golf Fan Engagement And Education

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<http://www.sacbee.com/2013/07/23/5588012/pga-championship-pick-the-hole.html#storylink=cpy>

July 23, 2013

GOLFWEEK.

Fans can help pick Sunday pin for PGA



Photo by Associated Press

Jack Nicklaus during his win in the 1980 PGA Championship at Oak Hill.

Fans are no stranger to opinions about the hole locations at golf's majors. This year, they can choose one before it begins.

For next month's PGA Championship, the Pick The Hole Location Challenge will be able to vote beginning today through Saturday's third round on the spot for the cup to be cut Sunday on the 15th green at Oak Hill – choosing one of four possibilities.

The online poll is intended to teach fans about course setup and its impact on golfers' strategies as they play. The collaborative effort between the PGA of America and Jack Nicklaus, who won his last PGA Championship at Oak Hill in 1980 and is the challenge's named host, also seeks to explain the hole-location information that is given to players each day.

Voting begins today at PGA.com.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said. "It's like being able to call the shots during the fourth quarter of the Super Bowl."

"In addition to playing a key role in the outcome of the Championship, golf fans can learn many aspects of on-course strategy, as The PGA of America and I present educational videos to enhance their golf experience."

PGA president Ted Bishop echoed the sentiment.

"We are honored that the legendary Jack Nicklaus will lead fans as their host and teacher in understanding the nuances that the greatest players in golf consider and think about regarding course setup and hole locations – and the effect their selection will have on the eventual outcome of the 95th PGA Championship," Bishop said.

Sweepstakes prizes will also be tied to the challenge, as well as video vignettes from Nicklaus that will educate golfers on how course setup impacts a golfer's strategy in playing a hole.

PGA Chief Championships Officer Kerry Haigh selected the four potential Championship hole locations on the 15th green after he and Nicklaus chose the hole for the challenge.

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<http://golfweek.com/news/2013/jul/23/pga-championship-major-hole-location-challenge/>

July 23, 2013



Fans to select final-round hole location at PGA

Fans could have a direct impact on who wins this year's PGA Championship.

For the first time, the PGA of America has opened up a Pick the Hole Location Challenge for this year's PGA at Oak Hill. From July 23-Aug. 10, fans can go online at PGA.com to vote for one of four hole locations on the 181-yard, par-3 15th hole. Jack Nicklaus, the 1980 PGA champion at Oak Hill, and Kerry Haigh, the PGA's chief communications officer, have pre-selected the four options.

The winning hole location will be used during the final round of the PGA.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said in a release. "It's like being able to call the shots during the fourth quarter of the Super Bowl."

<http://m.nbcsports.com/content/fans-select-final-round-hole-location-pga>

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http://www.bizjournals.com/tampabay/prnewswire/press_releases/Florida/2013/07/23/NY51244

July 23, 2013



Fans Can Pick Hole Location At PGA Championship In New Promotion

The PGA of America today announced an interactive promotion in which fans can have a direct impact on the hole location of the Par-3 15th at Oak Hill Country Club during the Aug. 5-11 PGA Championship. In the "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus," ...

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<https://www.sportsbusinessdaily.com/Daily/Morning-Buzz/2013/07/23/PGA-Nicklaus.aspx>

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(Photo: <http://photos.prnewswire.com/prnh/20130723/NY51244>)

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(Photo: <http://photos.prnewswire.com/prnh/20130723/NY51244>)

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July 23, 2013

SILICON VALLEY BUSINESS JOURNAL

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PHILADELPHIA BUSINESS JOURNAL

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SOURCE The PGA of America

http://www.bizjournals.com/wichita/prnewswire/press_releases/Georgia/2013/07/23/NY51244?na=prnews

July 23, 2013

St. Louis Business Journal

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PGA.com Fan Voting to Determine Specific Location of Hole No. 15 During 95th PGA Championship Final Round

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WASHINGTON BUSINESS JOURNAL

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July 23, 2013

TRIANGLE BUSINESS JOURNAL

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July 23, 2013

South Florida
BUSINESS JOURNAL

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KANSAS CITY BUSINESS JOURNAL

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As a result, fans are encouraged to visit PGA.com from July 23-Aug. 10, in order to vote for one of four exciting and challenging final-round hole locations for the par-3, 181-yard 15th hole at Oak Hill. Nicklaus, whose final PGA Championship victory occurred at Oak Hill in 1980, collaborated with PGA Chief Championships Officer Kerry Haigh to select the picturesque 15th hole due to the impact it will likely have on the PGA Championship's outcome. As a result, Haigh has identified and selected each of these four distinct Championship hole locations for fans to vote. On August 11, during Sunday's final round coverage on TNT and CBS, fans will be able to see the winning hole position that will be used on the 15th green.

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Dallas Business Journal

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PACIFIC BUSINESS NEWS

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SOURCE The PGA of America

http://www.bizjournals.com/louisville/prnewswire/press_releases/Georgia/2013/07/23/NY51244?ana=prnews

July 23, 2013



'PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus' To Offer Unprecedented Golf Fan Engagement And Education

PGA.com Fan Voting to Determine Specific Location of Hole No. 15 During 95th PGA Championship Final Round

PALM BEACH GARDENS, Fla., July 23, 2013 /PRNewswire/ -- For the first time ever, golf fans worldwide will be able to have a direct impact on the hole location of a major championship, through the newly created "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus." The Challenge will be conducted in conjunction with the 95th PGA Championship, the Season's Final Major, at Oak Hill Country Club in Rochester, N.Y., Aug. 5-11.

A collaborative learning experience between The PGA of America and record-tying, five-time PGA Champion Jack Nicklaus, the "PGA Championship Pick the Hole Location Challenge" is designed to educate fans on how course setup impacts a golfer's strategy in playing a hole; attract more people to the game; and help explain what hole location information players are provided each day.

As a result, fans are encouraged to visit **PGA.com** from July 23-Aug. 10, in order to vote for one of four exciting and challenging final-round hole locations for the par-3, 181-yard 15th hole at Oak Hill. Nicklaus, whose final PGA Championship victory occurred at Oak Hill in 1980, collaborated with PGA Chief Championships Officer Kerry Haigh to select the picturesque 15th hole due to the impact it will likely have on the PGA Championship's outcome. As a result, Haigh has identified and selected each of these four distinct Championship hole locations for fans to vote. On August 11, during Sunday's final round coverage on TNT and CBS, fans will be able to see the winning hole position that will be used on the 15th green.

"The opportunity for fans to take part in the interactive 'PGA Championship Pick the Hole Location Challenge' is part of a new era in engagement that connects golf fans with the Season's Final Major in a fun and dramatic way," said PGA President Ted Bishop. "The PGA of America is delighted to present this innovative opportunity, as we believe this is the first time that consumers have been able to make a direct and significant impact on a global sports arena. We are honored that the legendary Jack Nicklaus will lead fans as their host and teacher in understanding the nuances that the greatest players in golf consider and think about regarding

course setup and hole locations - and the effect their selection will have on the eventual outcome of the 95th PGA Championship."

PGA.com, the Official Website of The PGA of America which is managed by Turner Sports, will also offer video vignettes from Nicklaus that will educate golfers on how course setup impacts a golfer's strategy in playing a hole. Fans are also encouraged to follow the conversation via #pgachamp #YouPick.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said. "It's like being able to call the shots during the fourth quarter of the Super Bowl. In addition to playing a key role in the outcome of the Championship, golf fans can learn many aspects of on-course strategy, as The PGA of America and I present educational videos to enhance their golf experience. I believe this new concept will serve as an exciting hands-on learning experience for golf fans and I'm happy to be involved."

Haigh, who has set up PGA Championship, Ryder Cup, Senior PGA Championship presented by KitchenAid, and PGA Grand Slam of Golf courses since 1989, is excited about the possibilities of the Challenge. "Now, golf fans will experience what is involved with the selection of hole locations, as well as the dramatic effect that this placement has on the game plans of the world's best players. Accordingly, golf enthusiasts can then turn to the legendary Jack Nicklaus for his exclusive insight on golf course management."

A sweepstakes will also be held on **PGA.com** in conjunction with the "PGA Championship Pick the Hole Location Challenge," with entrants having an opportunity to win a behind-the-scenes experience for two during the 2014 PGA Championship at Nicklaus-designed Valhalla Golf Club in Louisville, Ky.

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http://finance.cincinnati.com/gannett.theenquirer/news/read/24699994/'PGA_Championship_Pick_the_Hole_Location_Challenge_Hosted_by_Jack_Nicklaus'_To_Offer_Unprecedented_Golf_Fan_Engagement_And_Education

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(Photo: <http://photos.prnewswire.com/prnh/20130723/NY51244>)

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SOURCE The PGA of America

http://markets.financialcontent.com/stocks/news/read/24699994/'pga_championship_pick_the_hole_location_challenge_hosted_by_jack_nicklaus'_to_offer_unprecedented_golf_fan_engagement_and_education

July 23, 2013



Getting involved: PGA Championship will let fans pick hole location for No. 15 at Oak Hill

GULLANE, Scotland — If Phil Mickelson and Ian Poulter don't like the hole location for the par-3 15th at Oak Hill in the final round of the PGA Championship, they might want to take it up with the fans.

After all, the fans are going to decide where to put the pin.

The PGA of America announced a contest called "PGA Championship Pick the Hole Location Challenge Hosted by Jack Nicklaus."

Fans can go to the PGA's website — www.PGA.com/pickthehole — starting Tuesday through Aug. 10 to vote for one of four options for the hole location. The idea is to educate fans on how a course setup affects strategy, show them the kind of information on hole locations the players are given each day and let them take part in their own way in the PGA Championship.

The final major is Aug. 8-11.

Nicklaus won his record-tying fifth PGA Championship at Oak Hill in 1980 by seven shots over Andy Bean. That had been the largest margin of victory in the PGA Championship until Rory McIlroy won by eight last year at Kiawah Island.

"The idea came up, we spoke to Jack and he was very excited about it," said Kerry Haigh, the chief championships officer for the PGA of America.

The 15th hole is 181 yards with bunkers to the left and water along the right side.

The fans won't be able to put the flag wherever they want. Haigh said the 15th green has a number of options for pins, and he has selected four from which the fans can choose. They will not affect where he sets the hole location for the other three rounds.

"They will be four not used during the week," he said. "It's a green that does have plentiful locations because there's water all the way down the length of the hole, and three bunkers. There isn't an easy one. It's difficult. And it's sheltered by a tree on the left, so the wind will influence the shot. It will be fun."

This won't be like throwing darts.

When fans go to the website, they can click one of the four hole locations to get a visual presentation, along with the audio of Nicklaus explaining the differences in how it could affect the shot.

“The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me,” Nicklaus said. “It’s like being able to call the shots during the fourth quarter of the Super Bowl. ... I believe this new concept will serve as an exciting hands-on learning experience for golf fans, and I’m happy to be involved.”

Haigh has been in charge of setting up the course for the PGA Championship, Senior PGA and Ryder Cup since 1989.

A sweepstakes will be held in conjunction with the contest, with one prize a chance to get behind-the-scenes experience at the PGA Championship next year at Valhalla.

—

PGA BUBBLE: While there is only one month left to qualify for the FedEx Cup playoffs, another points race takes place this week in Canada.

This is the final week to qualify for the PGA Championship, and while it has more PGA Tour players than any other major championship, not everyone is in. The PGA of America has built a reputation of having the strongest field of the majors with most of the top 100 from the world ranking.

http://www.washingtonpost.com/sports/getting-involved-pga-championship-will-let-fans-pick-hole-location-for-no-15-at-oak-hill/2013/07/23/b88e3c30-f3ce-11e2-81fa-8e83b3864c36_story.html

July 23, 2013



Fans can help pick Sunday pin at PGA

Fans are no stranger to opinions about the hole locations at golf's majors. This year, for the first time they can choose one before it begins.

For next month's PGA Championship, the Pick The Hole Location Challenge will allow golf fans to vote beginning today through Saturday's third round – picking the spot for the cup to be cut Sunday on the 15th green at Oak Hill, choosing from four possibilities.

The online poll is intended to teach fans about course setup and its impact on golfers' strategies as they play. The collaborative effort between the PGA of America and Jack Nicklaus, who won his last PGA Championship at Oak Hill in 1980 and is the challenge's named host, also seeks to explain the hole-location information that is given to players each day.

Voting begins today at PGA.com.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said. "It's like being able to call the shots during the fourth quarter of the Super Bowl."

"In addition to playing a key role in the outcome of the Championship, golf fans can learn many aspects of on-course strategy, as The PGA of America and I present educational videos to enhance their golf experience."

PGA president Ted Bishop echoed the sentiment.

"We are honored that the legendary Jack Nicklaus will lead fans as their host and teacher in understanding the nuances that the greatest players in golf ... think about regarding course setup and hole locations – and the effect their selection will have on the eventual outcome of the 95th PGA Championship," Bishop said.

For some golfers, the biggest prizes aren't their tournament wins but their wives and girlfriends. Sweepstakes prizes also will be tied to the challenge, as well as video vignettes from Nicklaus that will educate golfers about the ways course setup impacts a golfer's strategy in playing a hole.

PGA Chief Championships Officer Kerry Haigh selected the four potential hole locations on the 15th green after he and Nicklaus chose the hole for the challenge.

“Now, golf fans will experience what is involved with the selection of hole locations, as well as the dramatic effect that this placement has on the game plans of the world’s best players,” Haigh said.

<http://msn.foxsports.com/golf/story/golfweek-fans-can-vote-online-and-help-pick-the-sunday-pin-for-pga-championship-oak-hill-072313>

July 23, 2013



Golf fans can vote for pin position

For the first time in the 95-year history of the PGA Championship, fans will play a role in the course setup for the tournament, which starts Aug. 8 at Oak Hill Country Club in Rochester, N.Y.

In the "Pick the Hole Challenge" sponsored by the PGA of America, fans may vote on one of four pin positions for the final round for the par-3, 181-yard 15th hole, the last par-3 on the 7,145-yard par-71 Donald Ross course.

Voting began Tuesday at PGA.com.

The 15th is a downhill setup with two bunkers on the left side and water on the right of a narrow green. This hole was chosen because of its importance as a closing hole in the tournament and the plethora of challenging pin locations.

According to Kerry Haigh, the chief championships officer for the PGA of America, there isn't an easy pin position on the hole.

Jack Nicklaus, who won the last of his five PGA Championships in 1980 at Oak Hill, conceived the idea to involve fans in the pin-placement process.

"The chance for golf fans to interact with the PGA Championship and play a role in shaping the outcome of the final round fascinates me," Nicklaus said in a statement. "It's like being able to call the shots during the fourth quarter of the Super Bowl."

Course setup is generally the sole domain of the competition or championship committee at all professional golf tournaments.

At the PGA of America, Haigh oversees course setup for the PGA, the Ryder Cup, the Senior PGA and the PGA Grand Slam of Golf.

"A big part of this is not only to enhance participation and interests among golf fans worldwide," Haigh said, "but also to educate fans, spectators and non-golfers of the information that the best players in the world have when they stand on the tee with their hole sheet and yardage book and all the factors that they are considering for the shot."

Haigh hopes the contest gives fans valuable insight into the challenges of course setup in major championship golf.

"Our aim is to challenge the players and to make them think, but also make sure that it's fair and good shots are rewarded," he said. "It's a delicate balance. In setting those hole locations, you

want to give a variety of front, back, left and right so that players have to think their way around the course and not be able to just stand up and hit it. Creating that fair and challenging test creates excitement."

Voting ends at the close of the third round of the season's final major on Aug 10.

<http://m.espn.go.com/golf/story?storyId=9502940&top&wjb=>