

ST. AUGUSTINE, Fla. (May 6 2019) - The USGA and the First Tee, a youth development organization dedicated to helping youth build character through the game of golf, will debut the 'Junior Experience featuring First Tee' at the 119th U.S. Open in Pebble Beach, Calif, June 10-16.

The Junior Experience is one of a series of initiatives in which the two organizations have committed to deliver in 2019 to support the growth and long-term viability of golf, which also includes the continuation of an extensive annual First Tee chapter grant program funded by USGA. Since First Tee's inception in 1997, USGA has provided more than \$26 million in grants to the organization.

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A dedicated and interactive area for kids of all ages and their families to enjoy throughout the week, the Junior Experience featuring First Tee will be located within U.S. Open's Fan Central. The space will help connect youth attending the U.S. Open to the excitement and values associated with golf and First Tee programs offered throughout the country. Highlights of the immersive experience include First Tee's hands-on putting green, chipping challenge, golf simulator, large-scale coloring wall, photo booth and more.

In addition, First Tee is encouraging more young people nationwide to take up the game and learn the life skills and values inherent to golf and embedded in First Tee programs through a sweepstakes offered in advance of the championship. Families can sign up their kids for summer or fall programs at one of First Tee's 150 chapters throughout the country by May 15 and enter to win a complimentary trip for two to the 2019 U.S. Open and visit the Junior Experience featuring First Tee.

Prize Package Includes:

- Tickets for two to the 2019 U.S. Open at Pebble Beach, Calif.
- Roundtrip airfare for two
- Three-night hotel stay (two in San Francisco and one in Pebble Beach)
- Ground Transportation
- \$250 Gift Card

"I am excited to evolve our partnership with USGA around the idea of deeper engagement with kids and families attending what is clearly be one of sport's premier experiences, the U.S. Open at Pebble Beach," said First Tee President Greg McLaughlin. "We look forward to leveraging the Junior Experience to build awareness for First Tee programs around the country, as well as a launching point for many kids to transition from witnessing the game at the highest level, to beginning their own journey."

"We have been proud to play a role in welcoming millions of juniors to the game through our relationship with The First Tee, and the on-site experience provides yet another pathway to introduce our newest fans to the fun and excitement that major championship golf offers," said Mike Davis, CEO of the USGA.

Thanks to the [U.S. Open's junior ticket policy](#), complimentary junior tickets are available on-site at Will Call every day during the championship, regardless of a sellout. There is a limit of 2 junior tickets per 1 adult ticket holder. Junior tickets for ages 12 and under are complimentary on any day when accompanied by an adult ticket holder. Junior tickets for ages 13-18 will be available for purchase at a reduced price when accompanied by an adult ticket holder. To pre-register your child as a junior planning to attend U.S. Open, click [here](#).

The First Tee introduces kids to the game of golf and its inherent values through programs in all 50 states and select international locations.

To learn more about First Tee, please visit:

www.thefirsttee.org

www.instagram.com/thefirsttee

www.facebook.com/thefirsttee

www.twitter.com/thefirsttee

More information about The U.S. Open is available at www.usopen.com.

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About The First Tee

First Tee (www.thefirsttee.org) is a nonprofit youth development organization whose mission is to impact the lives of young people by providing educational programs that build character and instill life-enhancing values through the game of golf. Since its beginning in 1997, First Tee has expanded to reach millions of young people on golf courses, in elementary schools and at other youth-serving locations. Its headquarters are in St. Augustine, Florida, USA, with programs in all 50 United States and select international locations.

About the USGA

The USGA celebrates, serves and advances the game of golf. Founded in 1894, we conduct many of golf's premier professional and amateur championships, including the U.S. Open and U.S. Women's Open. With The R&A, we govern the sport via a global set of playing, equipment and amateur status rules. Our operating jurisdiction for these governance functions is the United States, its territories and Mexico. The USGA Handicap System is utilized in more than 40 countries and our Course Rating System covers 95 percent of the world's golf courses, enabling all golfers to play on an equitable basis. The USGA campus in Liberty Corner, New Jersey, is home to the Association's Research and Test Center, where science and innovation are fueling a healthy and sustainable game for the future. The campus is also home to the USGA Golf Museum, where we honor the game by curating the world's most comprehensive archive of golf artifacts. To learn more, visit usga.org.

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<https://mediacenter.usga.org/press-releases?item=122687>