

LIBERTY CORNER, N.J. (Jan. 6, 2020) – The United States Golf Association (USGA) has teamed up with Academy Award-nominated actor and United Nations Environment Program Global Goodwill Ambassador Don Cheadle in an effort to increase the value of public golf to golfers, courses and communities throughout America.

Cheadle, an avid golfer with a passion for the game, recognizes that the long-term viability of the sport depends on strengthening the health of public golf, while finding ways for the game to operate in a more sustainable and environmentally-friendly manner.

"Growing up, I used to play public courses with my father, and I have some great memories of those rounds," said Cheadle, a veteran of dozens of acclaimed movies and TV shows. "I want to make sure that future generations of golfers are able to have access to the same opportunities that I was able to benefit from."

Cheadle will also serve as a U.S. Open brand ambassador, lending his esteemed voice and stature to showcase what makes the championship truly special.

Fox Sports viewers got a glimpse of the USGA's relationship with the Oscar-nominated Cheadle with a 15-second U.S. Open tune-in advertisement that ran nationally during Sunday's broadcast of the NFC Playoff game between the Saints and Vikings on Fox. It will continue with projects throughout the year, including the launch of the new U.S. Open brand campaign at the USGA's Annual Meeting at the Pinehurst Resort in February.

As a steward for the game, the USGA continues to be a leading champion for golf course sustainability. The Association's efforts in funding game-changing research and developing innovative technology have measurably reduced golf's use of water, energy and other resources for over a century – and drive the association to do more.

These initiatives are particularly important for public golf courses, which comprise more than 75 percent of all golf courses in the United States and provide affordable, lifetime recreation for golfers everywhere. They also provide numerous environmental benefits to their communities, including green space and habitat for wildlife. Ensuring that these community assets remain viable is not only central to the USGA's mission but is vital for the future of the game and ultimately, our planet.

"It's important to understand the impact that golf courses have on the communities in which they are located," said Cheadle. "They use natural resources, like water, and are home to many species of wildlife. We need to be mindful about what that means and understand the responsibility of golf courses within the ecosystem. I'm very happy to be working with the USGA going forward."

"We are thrilled to work with someone as passionate about the health of the environment and the state of the game of golf as Don Cheadle," says Mike Davis, CEO of the USGA. "His prominence and support for these important causes make him a perfect fit for a collaboration with the USGA and to serve as a voice for fans of the U.S. Open."

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.

For further information: Jeff Altstadter USGA Communications 908-326-1880 jaltstadter@usga.org

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