LIBERTY CORNER, N.J. (June 15, 2020) – The United States Golf Association (USGA) today announced the launch of the Victory Club, the first-ever dedicated U.S. Open fan club, where fans can celebrate the U.S. Open Championship and experience a greater connection to the championship year-round.

> *"The Victory Club is designed to give fans a direct connection to the U.S. Open. Through engaging content, outreach and exclusive offers, we want to bring the championship to them in ways that we never have been able to before."*

The launch of the Victory Club follows the recent introduction of the "From Many, One" U.S. Open brand platform as part of the USGA's ongoing commitment to elevate the U.S. Open experience for players and fans. While serving as a community of fans for the U.S. Open, the Victory Club offers more direct content, updates and access to the championship than ever before.

"We are excited to provide fans an opportunity to share their passion for the U.S. Open while celebrating the glory, determination and triumph of the championship," said Craig Annis, chief brand officer of the USGA. "The Victory Club is designed to give fans a direct connection to the U.S. Open. Through engaging content, outreach and exclusive offers, we want to bring the championship to them in ways that we never have been able to before."

The 120th U.S. Open will be played Sept. 17-20 at Winged Foot Golf Club in Mamaroneck, N.Y., after it was postponed from its original June dates in April due to the global COVID-19 pandemic. U.S. Open Victory Club members can expect to receive the latest news and updates leading up to the championship in September, as well as other exciting ways to help them get closer to the action during U.S. Open week.

Benefits of membership in the Victory Club include exclusive ticket offers, limited-edition merchandise and virtual fan experiences. Club members will have access to special offers and personalized championship content 365 days a year, including digital wallpapers, previews of future U.S. Open venues and unique championship stories.

The Victory Club name originates from the U.S. Open Trophy, paying homage to Victoria, the goddess of victory figure that stands atop the 18-inch-tall, sterling silver trophy. In addition to celebrating the championship, the Victory Club will introduce fans to USGA initiatives and the impact that the U.S. Open has on the work of the USGA on behalf of the game.

There is no cost to join the Victory Club. For a limited time, new club members will receive a discount of 25 percent at the official USGA shop. Fans can sign up now at usopen.com/victoryclub.

About the USGA

The USGA is a nonprofit organization that 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, handicapping and amateur status rules. 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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