

LIBERTY CORNER, N.J. (June 1, 2021) – The United States Golf Association (USGA) today announced a number of new and improved offerings for fans to connect with the 76th U.S. Women's Open Championship as the organization continues emphasize raising the experience for the women's game. The championship will be contested June 3-6 at The Olympic Club in San Francisco, Calif.

"Our partners continue to increase their creativity, investment and commitment to the U.S. Women's Open, and this year's additions will help fans around the world better connect to our championship, its historic venue, and its incredible athletes," said Navin Singh, chief commercial officer of the USGA. "Our storied championship is such a significant event for the continued progress of the women's game, and we are committed to continuing to find ways to elevate the event in all aspects."

Beginning Thursday, June 3 and running every night through Sunday, June 6, GOLF Channel will surround the championship broadcast with 25 additional hours of live coverage. Throughout the week, GOLF Channel will be on-site with live pre- and post-event coverage on "GOLF Central Live From the U.S. Women's Open," bringing the same deep storytelling and analysis that accompanies every men's major.

The USGA and GOLF Channel will also bring back Featured Groups to provide fans with more live competition coverage and a second-screen experience that is customary in men's professional golf. Streaming on several digital channels including Peacock, [uswomensopen.com](https://www.uswomensopen.com), the USGA's streaming app and the championship mobile app, fans will be treated to two featured groups: Jessica Korda, Nelly Korda and So Yeon Ryu; and Brooke Henderson, Lexi Thompson and Patty Tavatanakit, on Thursday and Friday, and an additional featured group on Saturday and Sunday. All broadcast coverage will continue to be presented uninterrupted, thanks to Rolex, providing significantly more live golf every hour.

Fans across the globe will also be able to connect with the championship through updated features in the U.S. Women's Open app, with enhancements that mirror the U.S. Open app. One of the most dynamic new features in the app comes from the Official Technology Partner of the USGA and its Championships, Cisco, and provides fans the opportunity to experience 4D interactive replays of players' swings. Fans will be able to view tee shots on The Olympic Club's par-4 sixth hole from multiple camera angles for an unprecedented view of U.S. Women's Open action.

Those looking for more action can win exclusive prizes by playing Risk It or Pick 3, which were introduced at the 2020 U.S. Open. Through the U.S. Women's Open app, Risk It allows fans to get a set number of points at the start of each round that they can "wager" on different predictive scenarios, and earn points based on those scenarios occurring. With Pick 3, fans select three golfers and earn points depending on the performance of the selected players. Prizes will be awarded daily.

The USGA and Deloitte have worked together to create an engaging and innovative experience for the 76th U.S. Women's Open utilizing the U.S. Open Augmented Reality (AR) App built by Deloitte for the first time at the championship. Available in the Apple App and Google Play Stores, U.S. Open AR provides the first-ever live-play AR experience for a major women's sporting event and will give fans watching at home a variety of exciting ways to follow the action of this year's championship.

The Olympic Club will come to life on users' mobile devices, allowing fans to follow the action in near real-time with 3-dimensional views of all 18 championship holes. Fans will be able to locate players, compare their performance with anyone in the field and watch real-time shot tracking in augmented reality. In addition to following the live action, fans can take an immersive tour of The Olympic Club clubhouse in 360 degrees.

The 76th U.S. Women's Open will be the 11th USGA championship played on the Lake Course at The Olympic Club, including five U.S. Opens (1955, 1966, 1987, 1998 and 2012). The club also previously hosted the 1958, 1981 and 2007 U.S. Amateurs, the 2004 U.S. Junior Amateur and the inaugural U.S. Amateur Four-Ball Championship in 2015. It will also host the 2025 U.S. Amateur Championship.

For more information, visit [uswomensopen.com](https://www.uswomensopen.com).

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.

For further information: Julia Pine, jpine@usga.org

<https://mediacenter.usga.org/press-releases?item=122885>