USGA Media Center

LIBERTY CORNER, N.J. (June 15, 2021) – The USGA and its official partners have designed several innovative experiences to bring fans on-site and at home inside the action of the 121st U.S. Open Championship at Torrey Pines Golf Course from June 15-20.

“We have worked closely with our incredible partners to develop several exciting ways to bring fans both on-site and watching at home closer to the action than ever before,” said Navin Singh, chief commercial officer of the USGA. “We are looking forward to providing unique and compelling ways for sports fans to engage with golf's greatest championship and enhance the way they experience the action and drama.”

From June 15-20, fans can expect:

U.S. Open Livestream presented by American Express

U.S. Open fans can follow along as their favorite players navigate the South Course at Torrey Pines. Complimentary access to three channels of live streaming will include featured groups and featured holes (Nos. 11, 12, 13). Fans can access live streaming through usopen.com, the U.S. Open App, and the USGA Streaming App, available on Apple TV, Roku, Amazon Fire TV, and Android TV.

Voices of Victory presented by American Express

As every U.S. Open competitor enters the course each day with the goal of making history and becoming the champion of the 121st U.S. Open, they will be greeted at the player entrance by the Voices of Victory, a dynamic wall featuring a mosaic of fan-submitted videos, cheering them on and celebrating the history and tradition of the U.S. Open. Fans can learn more on how to submit videos for consideration here.

American Express Card Member Benefits

American Express Card Members will receive a variety of exclusive benefits at this year's U.S. Open, including complimentary folding chairs for the first 500 Card Members to arrive on-site per day as well as a 10 percent discount on all purchases made with an American Express Card at the Merchandise Pavilion. Card Members can follow the action no matter where they are on the course with the American Express® Radio, which features live radio coverage of the championship. Radios and chairs will be distributed near the course’s North and South entrances.

U.S. Open Augmented Reality (AR) built by Deloitte

Available in the Apple App and Google Play Stores, the U.S. Open Augmented Reality (AR) App will transport fans from their living rooms to Torrey Pines to follow the action at this year's championship like never before. The course will come to life on users' mobile devices, allowing fans to follow the action in near-real time with three-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, all in augmented reality. In addition to following the live action in AR, fans can explore an immersive tour of The Lodge at Torrey Pines and experience the epic 2008 U.S. Open playoff between Tiger Woods and Rocco Mediate. This AR experience has been designed to complement the official U.S. Open App, which fans can download to access real-time scores, stats, highlights, live-streaming video, player tracking, and more.

Cisco Virtual 4D Replay

During the television broadcast, viewers at home will be treated to multiangle, 4D replays of the action from the 6th hole at Torrey Pines. Fans will also be able to manipulate these replays within the U.S. Open App, allowing them to control the camera angle and experience a unique perspective on the championship.

USGA Streaming App Presented by Cisco

Available for free on Roku, Apple TV, Amazon Fire TV and Android TV, the USGA Streaming App will have live featured groups and featured holes coverage all week long. New for 2021, the app will feature condensed telecasts of the entire

day of coverage on-demand each evening. It will also be the digital home of post-round interviews throughout the championship. Launched in 2019 in partnership with Cisco, the app also features more than 500 hours of USGA championship final-round broadcasts, films, highlights, and more, all available on demand.

Virtual U.S. Open Presented by Lexus

Fans who want to test their skill at Torrey Pines can now take on the course in the Virtual U.S. Open Presented by Lexus. A part of the USGA eSports Grand Slam Presented by Lexus and hosted on the World Golf Tour (WGT) by Topgolf digital platform, contestants can compete for a variety of prizes, including a grand prize VIP trip to the 2022 U.S. Open Championship at The Country Club in Brookline, Mass. Qualifying for the Virtual U.S. Open runs from now through June 30, with the final taking place on Saturday, July 24. The Virtual U.S. Open will be followed by the Match Play Challenge at Oakmont on Saturday, Sept. 18, and the Grand Slam Series Finale on Saturday, Dec. 11.

Dewar's Scotch Whisky Offerings

Dewar's has produced a special limited-edition commemorative bottle of 19-year-old Scotch Whisky double-aged and finished exclusively in the finest first-fill American ex-bourbon casks to celebrate this year's championship, with part of the proceeds going to benefit the USGA Foundation. The bottle is available now through the final round on Father's Day at your local fine wine and spirits retailer or at ReserveBar – Dewar's Champions Edition. For those on-site at the U.S. Open, Dewar’s will offer the Victory Highball, the Official Cocktail of the U.S. Open, in hospitality venues across the grounds. The Victory Highball is Dewar’s take on the classic highball featuring Dewar’s 12-year and ginger ale.

Fan Oasis Presented by Corona Premier

Fans on-site at Torrey Pines will be able to enjoy a variety of concessions – including Corona Premier, Corona Hard Seltzer and other Constellation Brand products – at Fan Oasis Presented by Corona Premier located in multiple areas across the grounds.

#BirdiesForPremier Sweepstakes

To bring even more excitement to golf fans around the country, Corona Premier will be giving away beer for birdies recorded during the championship. Anytime a birdie is made during the championship, Corona will share a tweet from its official Twitter account, @CoronaExtraUSA, offering fans of legal drinking age the opportunity to receive a 6-pack of Corona Premier in celebration. All consumers need to do is tweet #BirdiesForPremier and #Sweepstakes. Simply for participating in #BirdiesForPremier, fans will be automatically entered into the Grand Prize drawing for a truly premier golf experience. Follow @CoronaExtraUSA on Twitter for more updates.

9-Shot Challenge presented by the U.S. Open

From June 12-20 guests at select Topgolf Venues and Toptracer Range locations as well as those participating via the World Golf Tour by Topgolf app will be able to compete with other golfers around the world for the chance to win U.S. Open prizes. Players will hit approach shots on nine different virtual golf holes at Torrey Pines, with final scores determined by the sum of their distance from the pin across all nine holes. Players can complete the challenge as many times as they would like. The top finishers globally will receive a U.S. Open flag signed by this year's champion, with second- and third-place finishers receiving USGA Shop gift cards. To find a participating location, visit www.topgolf.com/9ShotChallenge

USGAshop.com:

Fans looking to commemorate the 121st U.S. Open can purchase championship apparel and headwear at USGAshop.com. Shop top golf brands, including Polo Ralph Lauren, the Official Outfitter of the U.S. Open. American Express Card Members will receive 20 percent off items sitewide on USGAshop.com, Tuesday, June 15 and Wednesday, June 16, when they use code: USGAAMEX and their American Express credit card at checkout. Terms and restrictions apply.

“My U.S. Open" Series from Rolex

Rolex returns with new editions of the "My U.S. Open" series highlighting champions from past U.S. Opens. In addition, Rolex has partnered with the USGA to produce an interactive timeline on usopen.com that includes videos, photos, and stats from championships throughout U.S. Open history.

Victory Club

Fans are encouraged to join the U.S. Open 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.

Fans can sign up now at usopen.com/victoryclub.

About the U.S. Open

The U.S. Open is one of 14 national championships conducted annually by the USGA. Since 1895, the world’s top players have been identified in the most challenging major played on America’s greatest courses. Open to all, the U.S. Open annually provides thousands of golfers of all backgrounds the opportunity to qualify through a rigorous two-stage process. Ultimately From Many, One will triumph and be crowned champion. Past champions of the U.S. Open include Bob Jones, Ben Hogan, Arnold Palmer, Jack Nicklaus, Tom Watson, Tiger Woods, Rory McIlroy, Dustin Johnson and Brooks Koepka.

In September 2020, Bryson DeChambeau shot a final-round 67 at Winged Foot Golf Club to capture the championship’s 120th edition.

Generating upwards of $165 million in revenue annually, the U.S. Open drives nearly 75 percent of the USGA’s revenue and directly impacts the work we do to support millions of golfers who enjoy the game.

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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