

LOS ANGELES, Calif. (May 1, 2023) – The USGA will be bringing the championship experience to life for Los Angeles sports fans through its U.S. Open Showcase at Westfield Century City from June 15-18, 2023, the organization announced today.

The free-to-attend event will provide local sports fans the opportunity to celebrate the return of the U.S. Open to Los Angeles for the first time in 75 years. Guests will immerse themselves in the energy of a U.S. Open, whether they are passing through on the way to the championship, want to engage with the U.S. Open but don't have a ticket, or are simply making a trip to the Century City area.

"Los Angeles is the entertainment capital of the world, known for its great art, music, sports and comedy, and we wanted to find a way to combine that with the excitement of the U.S. Open to bring fans a unique and engaging experience," said Jon Podany, chief commercial officer for the USGA. "This event will bring the 'bigness' of the U.S. Open to the city's sports fans, while also celebrating the community's local flavor with entertainment and programming."

The Showcase will feature live watch parties of the NBCU broadcast on an enormous big screen, live recordings of popular golf and entertainment-themed podcasts such as The Fried Egg and Group Golf Therapy, a performance from musician Kelley James and several celebrity guest appearances. More programming will be announced in the coming weeks.

Fans can expect interactive club-in-hand experiences, a U.S. Open merchandise pop-up shop, a First Tee Game Changers exhibit and several interactive experiences including the Trophy Tour Presented by Lexus, refreshing U.S. Open-themed cocktails from the Dewar's Golf Cart and access to the Corona Premier Clubhouse.

The Showcase will be open Thursday through Sunday of championship week. Entertainment and programming during the day will cater to a family-friendly environment with live golf and podcasts, while the night sessions will be geared toward older audiences and feature live music, DJ sets and comedy shows.

This year will mark the first U.S. Open hosted at The Los Angeles Country Club. Previous USGA championships conducted at the course include the 1930 U.S. Women's Amateur, the 1954 U.S. Junior Amateur and the 2017 Walker Cup Match. The last U.S. Open in Los Angeles was held at Riviera Country Club in 1948 and won by Ben Hogan.

For more information about the U.S. Open Showcase, visit usopen.com/showcase.

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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