In its continued effort to engage youth in the game, the USGA today announced the launch of its sixth annual Youth Poster Design Contest for the U.S. Women's Open Presented by Ally.

Multiple winners will be chosen, and their designs will be displayed on site at the 81st U.S. Women's Open Championship at The Riviera Country Club, in Pacific Palisades, Calif., from June 4-7. The contest serves to celebrate and showcase the artwork of talented youths aged 17 and under throughout the country and involve them with the championship. Submissions will be judged based on creativity and originality, and multiple winning designs will be chosen.

To enter the contest, entrants must print or download a copy of the official entry form, complete the form and create an original poster design in the designated area. The entry deadline is 11:59 p.m. PDT on Friday, April 17. Winners will be announced on Monday, April 27.

"The support from Southern California has been nothing short of incredible," said Allison Burns, senior championship director. "We're excited to bring this contest back and share that excitement with the kids, both locally and around the country, especially with a course as historic as Riviera gearing up to host this championship for the first time. We look forward to displaying the winning designs during championship week."

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The 2025 winners were Madison Luedeman, 12, of Blaine, Minn., Aviel Cornett, 11, of Winfield, Ill., and 11-year-old Harper Hammen, of Oconomowoc, Wis. The artwork is not only displayed on site, but also printed and distributed to juniors who attend the U.S. Women's Open.

All youths aged 17 and under receive complimentary admission to the championship with a ticket-holding adult. Specific on-site activities for juniors will be announced closer to the championship. Tickets are available for purchase here.

The contest is open to legal residents of all 50 states and the District of Columbia who are 17 and younger. Minors must have a parent/legal guardian's permission to participate through a signed entry form. Eligible entrants under 13 must have a parent/legal guardian submit the entry form on their behalf. No purchase or payment is necessary to enter or win.

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