

ERIN, Wis. (June 7, 2017) – The 117th U.S. Open Championship is coming to Erin Hills in Erin, Wis., and the USGA is offering a robust calendar of on-site activities for fans of all ages. From June 12-18, Fan Central will serve as a key destination for fans attending the championship, featuring interactive experiences and numerous ways to enjoy the U.S. Open and celebrate the game of golf.

A complete list of activities and all the information fans need to know to prepare for their experience – from parking to security, events to viewing the championship – can be found at [www.usopen.com/faninfo](http://www.usopen.com/faninfo), including recent parking changes to the RED Lot.

“We’re excited to honor our first U.S. Open in Wisconsin with a weeklong celebration,” said USGA President Diana Murphy. “Fan Central will serve as the hub of events and opportunities for fans to engage with the game through exciting family-friendly activities that we hope will provide unforgettable experiences.”

### **Highlights include (all times CDT):**

#### **Main Merchandise Pavilion**

Fans can gear up for the championship by visiting the 39,000-square-foot Main Merchandise Pavilion. With more than 400,000 items to consider, every fan can take home a piece of history. In addition to major apparel brands such as Ralph Lauren, adidas, Nike and Under Armour, local vendors include Brown Deer-based Jean’s Clay Studio, as well as Rowe Pottery Works of Cambridge, Wis.

Local fans can enjoy early access to the pavilion through the pre-championship sale, which runs from Thursday through Sunday, June 8-11, from 10 a.m. to 6 p.m. at Erin Hills. Parking is free and located near the pavilion; championship tickets are not required for this open-to-the-public preview. There is no access to the championship course during this sale.

#### **Events in U.S. Open Fan Central**

At 9:30 a.m. on Monday, June 12, the USGA will kick off weeklong U.S. Open Championship festivities, with a warm welcome from USGA Executive Director/CEO Mike Davis and a celebration of our volunteers.

A series of immersive fan events and activities will be featured throughout the week, including Fan Appreciation Day on Tuesday, June 13, when the first 1,000 fans at Fan Central will receive a free U.S. Open Program, and a speaker series in the USGA Member Experience, highlighted by two-time major champion Mark O’Meara on Father’s Day (reservations required; see [usopen.com](http://usopen.com)).

On Wednesday, June 14, the USGA will celebrate Flag Day in partnership with the United States Postal Service with a special flag-raising and stamp-unveiling ceremony. The 8 a.m. event at Fan Central will feature Major General Donald Dunbar and representatives of the Wisconsin Air National

Guard color guard. Flag Day, first celebrated in Wisconsin in 1885, will also honor our nation's military personnel.

Young golfers and fans are invited to participate in Junior Day on Wednesday, June 14. From 8 a.m.- 5 p.m., young fans can practice their skills, have fun at an LPGA/USGA Girls Golf "play station," learn about science and the game of golf, and gather at noon for a junior-only group photo.

Fans are encouraged to share their experiences via social media with the official hashtag #USOpen and take a photo with the iconic Erin Hills Shamrock, a 10-foot-high championship statue constructed by Milwaukee Blacksmith, also located in Fan Central.

### **USGA Golf Innovation Experience**

New this year, this USGA interactive experience encourages fans to record a simulated play-by-play broadcast of a signature U.S. Open moment, test their knowledge of the new proposed Rules of Golf, compare their swings to players in the U.S. Open field, or take an in-depth look at golf's ultimate test with Deloitte.

### **Fan Services Hosted by American Express**

All fans are invited to stop by Fan Services hosted by American Express to make the most of their U.S. Open experience. Fans can charge their phones, get championship information, and grab an American Express Radio from 9-11 a.m. during championship rounds. American Express® Card Members can pick up radios all day during championship rounds and will also receive exclusive benefits for spending with their card onsite.

### **Lexus Performance Experience**

Fans can visit the Lexus Performance Experience in Fan Central to take part in state-of-the-art interactive golf experiences, including a hole-in-one challenge for an opportunity to win a two-year lease of a 2017 Lexus RX, a photo opportunity with the U.S. Open Trophy and a chance to relive history by taking part in the "Putt Like a Pro" Challenge. Fans are encouraged to visit throughout the championship for autograph signings with Lexus Golf Ambassadors and to see the all-new 2018 LS 500h and the first-ever LC 500h.

### **Transportation and Safety Information**

A few important things to note:

- The USGA has moved the RED Lot to the Washington County Fair Park. An updated map and directions have been provided at [usopen.com/faninfo](http://usopen.com/faninfo), and traffic signs will direct fans to the new location.
- Complimentary parking and shuttle transportation are provided to all fans, beginning on Monday, June 12, through Sunday, June 18.

- Ticket holders should allow 30-35 minutes of travel time from the two main general fan lots to the championship and back
- Fans will undergo security screening, similar to an airport screening, at the parking lot location. A complete list of prohibited and allowed items, including approved bag sizes, can be found online at [usopen.com](http://usopen.com).

### **Limited Tickets Still Available**

U.S. Open tickets can be purchased on-site until Wednesday, June 14. Juniors 12 and under can enter the championship for free all week with a ticketed adult, and active military enter free Monday through Wednesday.

For more information on tee times, what to watch for, live broadcast and digital coverage via FS1 and Fox, and everything you need to know before you go, visit [www.usopen.com](http://www.usopen.com).

### **About the USGA**

The USGA 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 and amateur status rules. Our operating jurisdiction for these governance functions is the United States, its territories and Mexico. The USGA Handicap System is utilized in more than 40 countries and our Course Rating System covers 95 percent of the world's golf courses, enabling all golfers to play on an equitable basis. 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](http://usga.org).

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