

BIRMINGHAM, Ala. (Jan. 30, 2018) – The 73rd U.S. Women’s Open Championship at Shoal Creek will team up with the Greater Birmingham Convention & Visitors Bureau on regional ticketing and volunteer promotional efforts. Conducted by the USGA, the championship will be held May 28-June 3, 2018.

“We believe the U.S. Women’s Open Championship will greatly benefit from the support of the Birmingham CVB, and this collaboration further demonstrates the Birmingham community’s strong support for this championship – the most important championship for women in golf,” said Matt Sawicki, U.S. Women’s Open Championship Director. “An international audience will focus their attention on Birmingham during this championship, and the CVB’s reach and voice at the local and regional level will add an extra level of hospitality for players, their guests, and fans from across the state, country and around the world.”

Through the CVB’s “Visit Birmingham” messaging, promotional efforts for the championship will include messaging that encourages fans to experience the sights, sounds and tastes of Birmingham while they are in town for the championship, while at the same time inspiring visitors to invest in future visits. The CVB will also augment the championship’s promotional efforts with additional advertising and marketing inventory.

“It’s our pleasure to join the USGA in promoting the U.S. Women’s Open Championship in our community,” said J. John Oros, Jr., Birmingham CVB president and CEO. “Guest experiences are our primary focus, and we intend to make return visitors out of first-time guests. The U.S. Women’s Open underscores Birmingham’s ability to host sporting events of the highest caliber. The city is an established domestic golfing destination and is emerging in international markets as well.”

The U.S. Women’s Open Championship is the ultimate test of golf for the best female players in the world. Hosted at iconic venues nationwide, 2018 marks the first time a U.S. Women’s Open will be staged in Alabama, and the sixth USGA championship to be contested in the state.

Upgraded Championship and Eagles Nest ticket packages are on sale now at [uswomensopen.com](http://uswomensopen.com). Opportunities to participate in the 73rd U.S. Women’s Open as a volunteer, from scorers to course marshals, greeters to ball-position laser operators, can also be found at [uswomensopen.com](http://uswomensopen.com).

### **About the Greater Birmingham CVB**

The Greater Birmingham Convention & Visitors Bureau is a non-profit agency chartered to promote the greater Birmingham area as a destination for conventions, sporting events, and tour and travel. The CVB’s mission is to broaden and expand promotional efforts on behalf of the county and its business constituency through advertising and marketing programs designed to sell guest rooms in area lodging facilities. The bureau’s role is one of major contributor to the economic, social and cultural development in the community. By focusing on amenities which define Birmingham as a favorable host for tourists, conventions and special events, the CVB impacts economic activity for the area.

### **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

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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](https://usga.org).

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