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CONTACT: Joel Schuchmann, PGA TOUR, 904-280-4707, joelschuchmann@pgatourhq.com

TOURNAMENT MEDIA CONTACT: Angela McSwain, 843-384-9070, angela@heritageclassicfoundation.com

RBC HERITAGE EARNS TWO “BEST OF” AWARDS AT PGA TOUR TOURNAMENT MEETINGS

***South Carolina’s PGA TOUR event honored
as “Best Special Event” and “Best Integrated Marketing Plan” in 2018***

PONTE VEDRA BEACH, FLORIDA – The RBC Heritage Presented by Boeing was honored by the PGA TOUR at the TOUR’s Tournament Meetings on December 6.

The 2018 RBC Heritage at Harbour Town Golf Links took home awards for “Best Special Event” and “Best Integrated Marketing Plan” (tie).

“On behalf of the PGA TOUR, I am pleased to congratulate the RBC Heritage for these special recognitions,” said PGA TOUR Chief Tournaments and Competitions Officer Andy Pazder. “The tournament committee should be extremely proud of its hard work and innovation in making the tournament the best among its peers on TOUR.”

The “Best Special Event” Award is given annually to the event that best develops an actionable plan to drive attendance, social media attention, local Public Relations, ticket sales and charity donations. In 2018, the RBC Heritage’s 50-day *Cheers to 50 Years Countdown Party* did just that, with more than 2,000 volunteers and fans attending the party at Harbour Town’s Yacht Basin and Liberty Oak area. The event featured a live band, food and drinks, free lighthouse tours, live radio remotes and the firing of the cannon on the 18th green. Highlighting the entire celebration was Hilton Head’s historic lighthouse, which was clad in the RBC Heritage’s traditional plaid to recognize the 50th anniversary of the event. The countdown party helped boost media awareness during the month of February by an average of 60 percent and propelled tickets sales 52 percent year-over-year.

New in 2018, the “Best Integrated Marketing” Award recognizes the event which best develops and implements a year-round integrated marketing plan that promotes the tournament in the local market. In 2018, the RBC Heritage implemented a strategy of integrated, multi-channel approach - combining PR, social media, paid media and email to reach individuals. As a result, the tournament generated nearly a 40-percent increase in sales from social media via advertising, influencer activation and leveraging its defending champion, South Carolina-native Wesley Bryan. Public relations initiatives generated more than \$20 million in earned publicity. The RBC Heritage shares the “Best Integrated Marketing” Award with the Farmers Insurance Open.

The 2019 RBC Heritage, won this year by Satoshi Kodaira, will be held April 18-21 at Harbour Town Golf Links.

ABOUT PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR co-sanctions more than 130 tournaments on the PGA TOUR, PGA TOUR Champions, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR Series-China. Members on the PGA TOUR represent the world's best players, hailing from 25 countries (88 members are from outside the United States). Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 226 countries and territories in 23 languages. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving. In 2017, tournaments across all Tours generated a record of more than \$180 million for local and national charitable organizations, bringing the all-time total to \$2.65 billion. The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Florida.

ABOUT THE HERITAGE CLASSIC FOUNDATION

The Heritage Classic Foundation is a nonprofit organization dedicated to improving lives throughout the state of South Carolina. As the general sponsor of the PGA TOUR's RBC Heritage Presented by Boeing, millions of dollars generated from ticket sales and sponsorships are distributed to charitable organizations that enhance the quality of life for our citizens. Since it was founded as a 501 (c)(3) in 1987, the Foundation has donated \$39 million to people in need. For more information, call (843) 671-2448, visit www.heritageclassicfoundation.com or Facebook (Heritage Classic Foundation) and Twitter (@HCFGolf).