



## MEDIA INFORMATION

IT'S MORE THAN GOLF.

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KCGOLFCLASSIC.COM

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CONTACT: Drew Van Meeteren, [drew@brunoeventteam.com](mailto:drew@brunoeventteam.com)

### **KC Golf Classic Announces New Tagline and Kansas City Area Development Council Membership**

- *KC Golf Classic releases new tagline "It's More Than Golf"*
- *KC Golf Classic joins the KC Area Development Council*
- *2020 KC Golf Classic Volunteer registration now open*

**KANSAS CITY, MO (January 7, 2020)** – The KC Golf Classic, a PGA TOUR-sanctioned event on the Korn Ferry Tour, unveiled today a new tagline for the 2020 tournament: "KC Golf Classic, It's More Than Golf." The new tagline emphasizes the tournament's brand identity along with a promise to fans, partners, volunteers, Tour players and commitment to the Kansas City community.

"We are excited to have developed a tagline that is emblematic of the KC Golf Classic," said KC Golf Classic Executive Director Drew Van Meeteren. "'It's More Than Golf' conveys the intentional commitment to deliver an experience and impact beyond just golf. This commitment reinforces the fulfillment of the KC Golf Classic mission and purpose within the Kansas City community."

Throughout the 2019 and 2020 marketing campaign, the tagline will be brought to life to drive awareness of the KC Golf Classic and its commitment to be an iconic event in Kansas City. Join the conversation online with #ITSMORETHANGOLF.

To further the tournament's mission, the KC Golf Classic joins as an investor member of the Kansas City Area Development Council (KCADC), the area's only regional economic development organization for the 18-county region – known as OneKC.

"Our membership with the Kansas City Area Development Council (KCADC) further strengthens the KC Golf Classic's investment to drive economic development and growth within the region," said Van Meeteren.

"The KC Golf Classic puts our KC region on a national stage, drawing attention from important influencers in business attraction, economic growth and talent acquisition," said Tim Cowden, president and CEO, Kansas City Area Development Council. "We are

honored to welcome the KC Golf Classic team as members of KCADC and important contributors to our region's economic prosperity."

In addition, volunteer registration for the 2020 KC Golf Classic has officially opened. Over 600 volunteers brought to life the 2019 KC Golf Classic and the tournament projects the same need for the 2020 event. Volunteer information and registration can be found at [KCGolfClassic.com/Volunteer](http://KCGolfClassic.com/Volunteer).

"Without the commitment and energy of the KC Golf Classic volunteers, executing a PGA TOUR event would not be possible," said Van Meeteren. "It's exciting to see the enthusiasm and passion the Kansas City community has for this tournament."

### **About the KC Golf Classic**

Established in 2009, the mission of the KC Golf Classic is to deliver a world class "must attend" entertainment experience for spectators, volunteers and Tour players generating substantial charitable and economic impact for the Kansas City community and promoting enjoyment of the game. Hosted at Blue Hills Country Club, last year's winner, Michael Gellerman, broke through with a final-round 3-under 69 to win, finishing one stroke clear of 54-hole leader Nelson Ledesma. To learn more about the KC Golf Classic, visit [KCGolfClassic.com](http://KCGolfClassic.com) or follow the tournament on social media via Instagram (@KCGolfClassic), Twitter (@KCGolfClassic) and Facebook ([facebook.com/KCGolfClassic](https://facebook.com/KCGolfClassic)).

Blue Hills Country Club, established in 1912 and relocated to its current location in 1963, has consistently been rated among the top courses in the Midwest. The Robert Dunning design features a 7,347-yard layout that has hosted numerous qualifiers for the U.S. Open and other USGA events. Thirty-nine-time PGA TOUR winner Tom Watson, an honorary member of Blue Hills, once hosted the Children's Mercy Hospital Golf Classic at the course, an event which attracted golf greats Jack Nicklaus, Arnold Palmer, Gary Player and Lee Trevino.

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### **About KCADC**

The Kansas City Area Development Council (KCADC) is a private, non-profit organization. We are charged with representing the economic interests of the entire two-state, 18-county Greater Kansas City region of 2.5 million. KCADC's clients consistently rank our team the No. 1 Regional Economic Development Group in the nation, for more information visit, [thinkKC.com](http://thinkKC.com).

### **About Korn Ferry Tour**

Founded (1990), owned and operated by the PGA TOUR, the Korn Ferry Tour identifies and develops those players who are ready to compete and win on golf's biggest stage. In 2013, the Korn Ferry Tour became The Path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Tour and the season culminating at the Korn Ferry Tour Finals. This season marks the 30th year of competition on the Korn Ferry Tour. Three out of four PGA TOUR members are Korn Ferry Tour alumni. Tour alumni

have won more than 500 PGA TOUR titles, including 24 major championships and eight PLAYERS Championships. To learn more about the PGA TOUR, the Korn Ferry Tour and to follow the season-long quest for a PGA TOUR card, visit [PGATOUR.COM](https://www.pgatour.com), or follow the Tour on social media via Instagram (@KornFerryTour), Twitter (@KornFerryTour) and Facebook ([facebook.com/KornFerryTour](https://www.facebook.com/KornFerryTour)).

For more information on the Korn Ferry Tour, please visit [PGATOUR.com](https://www.pgatour.com).

### **About Korn Ferry**

Korn Ferry is a global organizational consulting firm. We work with clients to design their organizational structures, roles and responsibilities. We help them hire the right people and advise them on how to reward, develop and motivate their workforce. And, we help professionals navigate and advance their careers.