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## METROHARTFORD ALLIANCE TO SPONSOR FAN ZONE AT 2015 TRAVELERS CHAMPIONSHIP

## Interactive Area to Feature Fan Activities

**HARTFORD, Conn., June 23, 2015 –** The Travelers Championship today announced that the MetroHartford Alliance will be the official sponsor of the Fan Zone at the 2015 tournament. The MetroHartford Alliance Fan Zone will be open Wednesday through Sunday of tournament week and will feature interactive fan activities for the whole family to enjoy.

"Each year, we strive to enhance the fan experience for everyone on site," said Travelers Championship Tournament Director Nathan Grube. "The MetroHartford Alliance Fan Zone is going to be a 'can't miss' destination for our fans. The combination of special events and activities will make it a special place to be."

Located centrally in between holes no. 1 and 18, the MetroHartford Alliance Fan Zone is a destination for all who are on site and will host a variety of events and activities throughout the week. The Farmington Bank Kids Zone, an area dedicated to fun activities for children, will be located in the north end of the MetroHartford Alliance Fan Zone. The Farmington Bank Kids Zone will feature the FML CPAS mini golf course and a rock-climbing wall.

"The Travelers Championship is not only a premier entertainment venue in our state, but it also showcases our region and businesses on a local, national and international level while serving as a tremendous vehicle for the many charities that benefit from the tournament," said Oz Griebel, president and CEO, MetroHartford Alliance. "Sponsoring this year's Fan Zone is a tremendous opportunity for us to continue building our brand and aligning with our mission to compete for jobs, capital and talent. We have always been a proud supporter of the tournament, and look forward to seeing big crowds enjoy not only some of the best golfers in the world, but some incredible entertainment."

In addition to the Farmington Bank Kids Zone, the MetroHartford Alliance will feature the famous Travelers Chipping Challenge. Fans will have an opportunity to test their chipping skills at a miniature-sized version of The Umbrella at 15½. Admission is free and Travelers will donate \$100 to The Hole in the Wall Gang Camp for each hole-in-one made. Prizes can also be earned for landing your ball on the umbrella.

Throughout the week, a number of events will occur in the MetroHartford Alliance Fan Zone. On Wednesday, June 24, the FML CPAS Celebrity Mini Golf Tournament will be hosted by actress Bridget Moynahan and will feature local celebrities competing to win \$5,000 for the charity of their choice. Thursday, June 25, will have the Ventana Al Jazz Festival on the concert stage. Lastly, the Powerstation Events Concert Series will bring live music after play to the fans of the Travelers Championship. Dennis DeYoung and the Music of STYX will perform on Friday, June 26, while Bret Michaels, the front man for the band Poison, will wow the audience on Saturday night, June 27. All concerts start at approximately 7:00 p.m. – soon after the last golfer of the day finishes. All events in the MetroHartford Alliance Fan Zone are free to all fans who are already on site.

The MetroHartford Alliance Fan Zone will have a distinct Connecticut feel as many of the exhibiting companies have strong ties to the state. A list of the companies that will be present are listed below:

1029 the Whale	Farmington Bank	LobsterCraft	Stanley Black & Decker The Hole in the Wall
Bear's Smokehouse BBQ	FML CPAS	MetroHartford Alliance	Gang Camp
Ben & Jerry's Ice Cream	Ford Motor Company Greater Hartford Jaycees	Mohegan Sun	The New York Times
Beringer	Foundation	MUSCLEPHARM	THEGOLFPA-IRELAND
Charles Schwab	Hartford HealthCare	NBC Connecticut	Travelers
Coca Cola	iHeart Media	Powerstation Events	WTNH NEWS 8



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Fans will also have the opportunity to purchase food at two food trucks that are new to the MetroHartford Alliance Fan Zone this year. Local restaurants Bear's Smokehouse BBQ and LobsterCraft will be serving the famous barbeque and lobster recipes they are known for.

SUBWAY is partnering with the Travelers Championship to activate the exciting SUBWAY FAN CAM sponsorship. When fans show their spirit they can earn SUBWAY and Travelers Championship rewards, and have their interactions shown on the Travelers Championship video boards located at 18 Green and in the MetroHartford Alliance Fan Zone. Be on the lookout for the branded SUBWAY FAN CAM team roving the property, as the SUBWAY FAN CAM team will interact throughout the day with fans in high profile areas with a whiteboard for fan messaging opportunities on the tournament video boards. Follow Travelers Championship <a href="Facebook">Facebook</a> and <a href="Twitter">Twitter</a> pages for SUBWAY FAN CAM updates.

Tickets for the 2015 tournament are on sale now at <u>TravelersChampionship.com</u>. This year's <u>Travelers Championship field</u> already includes top players such as Bubba Watson, Sergio Garcia, Ernie Els, Hunter Mahan, Luke Donald, Billy Horschel and reigning champion Kevin Streelman. The Travelers Championship will be held June 22 – 28 at TPC River Highlands in Cromwell, Conn.

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## **About the Travelers Championship**

As the first PGA TOUR event of the season in the Northeast, the Travelers Championship is one of the region's premier sporting events. The tournament proudly supports the PGA TOUR's Tradition of Giving Back by donating 100 percent of net proceeds to charities. Travelers, a leading provider of property casualty insurance for home, auto, and business, is the Official Property Casualty Insurance Provider of the PGA TOUR and became the tournament's title sponsor in 2007. The company has been doing business in the community for more than 150 years and has been a corporate sponsor of this event each year since its inception in 1952. Complete details are available on www.TravelersChampionship.com.



