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TRAVELERS CHAMPIONSHIP JOINS PGA TOUR'S PLAY YELLOW INITIATIVE

*Special ticket promotion available March 18-24 with net proceeds benefiting
Connecticut Children's Medical Center*

HARTFORD, Conn., March 13, 2019 – The Travelers Championship today announced that it will participate in Play Yellow, a fundraising initiative launched by the PGA TOUR to generate funds for children's hospitals across the country. The TOUR's goal for the campaign – which was unveiled today during a press conference at THE PLAYERS Championship – is to raise \$100 million for pediatric care over the next five years.

The Play Yellow initiative was inspired by Jack Nicklaus, a member of the World Golf Hall of Fame who holds the record with 18 professional major championship victories. As a way to honor the son of a family friend who died of cancer in 1971, Nicklaus began wearing a yellow shirt during the final round of tournaments. For years, Nicklaus and his wife, Barbara, have focused their fundraising efforts on children's hospitals.

As part of Play Yellow, March 18-24 will be designated as Play Yellow for Children's Hospitals Week, and the Travelers Championship will offer a special ticket promotion during that time. A set of four One Day Grounds Passes will be available for the reduced price of \$150, with net proceeds going to Connecticut Children's Medical Center.

"We are extremely proud to be joining the PGA TOUR's national Play Yellow campaign, which enables us to support a worthy cause here in Connecticut," said Travelers Championship Tournament Director Nathan Grube. "By participating, we're able to generate funds for Connecticut Children's Medical Center, which will help them deliver specialized and compassionate medical care to kids who need it throughout our state. Play Yellow is a great way to extend our tournament's charitable drive, and we're happy to partner with the TOUR to help them reach their goal."

Connecticut Children's Medical Center is a member of the Children's Miracle Network Hospitals and is based in Hartford with services throughout the state.

"We are delighted by the Play Yellow partnership and the opportunity to raise awareness of and funds for the unparalleled care provided to children, adolescents and young adults each day at Connecticut Children's," said Jim Shmerling, DHA, FACHE, President and Chief Executive Officer of Connecticut Children's. "We are grateful to the Travelers Championship for dedicating revenue from ticket sales during Children's Hospitals Week to Connecticut Children's."

"Generating money for local charities has always been the tournament's primary mission, and it's hard not to rally around something as important as pediatric care," said Andy Bessette, Executive Vice President and Chief Administrative Officer at Travelers. "It's inspiring to see the golf world come together for this cause, and we hope this campaign moves people to support both Connecticut Children's Medical Center and the Travelers Championship."

In addition to the Travelers Championship and the PGA TOUR, other Play Yellow partners include Titleist, Callaway, TaylorMade, FootJoy, Srixon, the TPC Network, PGA TOUR Superstore, Golf Digest, Marriott Golf and Topgolf.

Some of the top players in golf have committed to play the 2019 Travelers Championship, including Brooks Koepka, Justin Thomas, Bryson DeChambeau, Francesco Molinari, Tony Finau and defending champion Bubba Watson. This year's tournament will take place June 17-23 at TPC River Highlands in Cromwell, Connecticut. To purchase tickets during the upcoming Play Yellow promotion, and for more information on this year's tournament, please visit www.TravelersChampionship.com.

About the Travelers Championship

The Travelers Championship, held in Cromwell, Connecticut, is one of the premier events on the PGA TOUR and part of the FedExCup series. Named by the PGA TOUR in 2017 and 2018 as the recipient of the "Players Choice" award, the Travelers Championship proudly supports the TOUR's Tradition of Giving Back by donating 100 percent of net proceeds to charities. Travelers, a leading provider of property and casualty insurance for [auto](#), [home](#) and [business](#), is the Official Property Casualty Insurance Provider of the PGA TOUR. The company became the tournament's title sponsor in 2007. Travelers has been doing business in the Hartford community for more than 160 years and has been a corporate sponsor of this event each year since its inception in 1952. Complete details are available at www.TravelersChampionship.com.

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