2015 BMW CHAMPIONSHIP TEES OFF AT ICONIC PLAZA SPACE

Chicago Preps for 2015 BMW Championship with Interactive Riverfront Art Exhibit

CHICAGO (Thursday, Aug. 20, 2015) … Chicago golf enthusiasts are invited to take part in a riverfront putting challenge this month to win tickets to the 2015 BMW Championship at Conway Farms Golf Club in Lake Forest. The challenge will be part of a unique exhibit that will debut Wednesday, August 26, and remain on display through Friday, September 4, at Two North Riverside Plaza.

A 12-foot by 16-foot arch constructed of repurposed golf clubs has been designed by famed artist Christophe Gauspohl to welcome visitors to the plaza. Gauspohl is known for his distinctive works that utilize a variety of mediums and focus on site-specific, architectural installations utilizing salvaged/repurposed materials.

The putting challenge will offer guests an opportunity to test their putting skills on a green designed to replicate the 17th hole at Conway Farms Golf Club, which will host the BMW Championship the week of Sept. 14-20.

"BMW Championship is a quintessential installation for the Plaza Project at Two North Riverside. We are providing direct exposure to a brand, a platform to a non-for profit and public attention to an artist, all in a visually stimulating interactive experience," said Bill Bartolotta, Plaza Project Creative Director. "This spirit of cooperation brought by BMW, Western Golf Association and Evans Scholars Foundation, is contagious, as evidenced by Christophe Gauspohl's arch, and precisely the energy we wish to share with our guests on the plaza."

The installation will raise awareness for the Evans Scholars Foundation, the sole charity of the BMW Championship. Supported by the Western Golf Association, the Foundation awards full tuition and housing scholarships to caddies of modest means. This fall, more than 900 Evans Scholars will be enrolled at 19 universities across the country, including 377 from Illinois.

"We're looking forward to welcoming Chicago golf fans to the 2015 BMW Championship," said Vince Pellegrino, WGA Senior Vice President of Tournaments. "This exhibit at Two North Riverside Plaza offers us a unique opportunity to reach out to thousands in the Chicago community in a prominent city setting."

About the BMW Championship

The BMW Championship dates back to 1899 when it debuted as the Western Open, making it the third-oldest tournament on the PGA TOUR schedule, behind only the British Open and U.S. Open.

BMW has sponsored the tournament since 2007, when it became the third of four Playoff events with the introduction of the PGA TOUR's FedExCup Playoffs. Once it became the penultimate Playoff event, the tournament converted from a full field event to a field of 70 players to determine the final 30 players for the FedExCup finale at the TOUR Championship by Coca-Cola in Atlanta. All net proceeds from the BMW Championship benefit the Evans Scholars Foundation, which grants full college scholarships to deserving young caddies. Since BMW became title sponsor, the tournament has contributed more than $19.6 million to the Evans Scholars Foundation. For more information about the BMW Championship, visit www.BMWChampionship.com.

About Western Golf Association/Evans Scholars Foundation
The Western Golf Association conducts four national golf championships and sponsors the nationally acclaimed Evans Scholars Foundation. Headquartered in Golf, Illinois, the organization was founded in 1899 by 11 Chicago-area golf clubs to promote their interests in golf.

The WGA conducts two prestigious amateur championships, the Western Amateur and the Western Junior, as well as the BMW Championship, the third of four PGA TOUR FedExCup Playoff events. In 2013, the WGA added a fourth tournament, the Hotel Fitness Championship, one of four newly-created Web.com Tour Finals events.

The WGA also champions education through golf in sponsoring the Evans Scholars Foundation. Established by famed amateur golfer Charles "Chick" Evans Jr., the program provides full housing and tuition scholarships to deserving caddies across the country. Currently, more than 900 caddies are attending college on scholarship; there are more than 10,000 Evans Alumni across the country. Most Scholars attend one of the 14 universities where the Foundation owns and operates a Scholarship House. For more information about the WGA, visit www.wgaesf.org.

About The Plaza Project
The Plaza Project is a creative platform established to embrace the innate design of Two North Riverside Plaza, showcasing curated artistic endeavors gratis for thousands of daily visitors. The outdoor, riverfront space offers beautiful architecture and design as a prime destination for Chicago's non-profits, corporations and individuals for various marketing and event purposes. For more information please visit www.theplazaproject.org.

Media Contacts:

Gary Holaway | 847.724.4600
holaway@wgaesf.org

Ashley Pabst | 847.922.0144
Ashley@amconsultantsgroup.com

# # #