



## Walmart NW Arkansas Championship presented by P&G Invites Fans to Help Make No.17 the Loudest Hole in Golf

**ROGERS, AR (APRIL 29, 2013)** - The Walmart NW Arkansas Championship presented by P&G will return to Rogers June 17- June 23. This year, with the help of reduced ticket prices, fans are encouraged to come out with their friends and families to ensure the event continues its reputation as one of the most popular stops on the LPGA tour.

Other media day highlights include:

- **LOUDEST HOLE IN GOLF:** Traditionally the green at 17 during tournament week is loud with Stacy Lewis leading the crowd in the “Calling of the Hogs”. This year tournament officials are challenging fans to participate by showing their community support and cheering for their favorite LPGA golfers. All of the structures on the hole including the Walmart Tent, Malibu Party Deck and the Ball Park Fan Pavilion have been redesigned to create a more ‘stadium’ feel around the green. No. 17 already has a reputation for being loud but this year the Tournament and its sponsors are asking fans to help make it the loudest hole in golf. In order to encourage the cheers, officials have reduced the length of the hole from a tricky 185 yards to an inviting 145 yard shot, this distance decrease helping the chance for fans to see more birdies than previous years.
- **TICKET PRICES REDUCED BY 40 PERCENT:** To continue the growing tradition of a family-friendly atmosphere, ticket prices for this year have been reduced, and children 17 and under will continue to be admitted free with a ticketed adult. Daily tickets are now \$15, valid any one day Friday, June 21 – Sunday, June 23. Weekly ground passes, valid all week, can be purchased for \$30. The Tournament wants to make the access to the world’s best female golfers as affordable as possible and ticket pricing is now no more expensive than a family trip out to the movies or dinner.
- **FIELD AND PURSE:** The 2012 Walmart NW Arkansas defending champion, Ai Miyazato will be back to defend her title along with other world best golfers. The event’s purse of \$2 million, \$300,000 going to the winner, is one of the top ten purses on the LPGA Tour including majors.
- **STACY LEWIS COMMITS:** Fan favorite Stacy Lewis, who unofficially won the rain-shortened tournament as an amateur in 2007, will lead the field at this year’s event. Lewis has seven career victories on the LPGA Tour, including one major championship and two victories this year. She capped off a stellar 2012, in which she had four wins and 12 top ten finishes, and won the LPGA Player of the Year award. Lewis finished T-19 in 2012, shooting 1-under for the weekend.
- **TV BROADCAST:** All three rounds of the tournament will be nationally-televised live on the Golf Channel.

Tickets are on-sale now at [www.nwachampionship.com](http://www.nwachampionship.com) or (479) 715-6100 ext. 7. Admission is free to the public Monday, June 17 – Thursday, June 20. Children 17 and under are admitted free with a ticketed adult.



## RESOURCES:

For more tournament information visit [www.nwachampionship.com](http://www.nwachampionship.com)  
[Facebook.com/NWACHampionship](https://www.facebook.com/NWACHampionship)  
[Twitter @NWACHampionship](https://twitter.com/NWACHampionship)

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## About Walmart

Wal-Mart Stores, Inc. (NYSE: WMT) serves customers and members more than 200 million times per week at over 10,000 retail units under 69 different banners in 27 countries. With fiscal year 2012 sales of approximately \$444 billion, Walmart employs more than 2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://walmartstores.com>, and on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmart>. Online merchandise sales are available at <http://www.walmart.com> and <http://www.samsclub.com>.

## About Procter & Gamble

P&G serves approximately 4.4 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in about 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

## About the LPGA (Ladies Professional Golf Association)

The LPGA is the world's leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries.

With a Vision to inspire, empower, educate and entertain by showcasing the very best of women's golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management. The Symetra Tour consistently produces a pipeline of talent ready for the world stage. The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: [www.LPGA.com](http://www.LPGA.com), [www.facebook.com/lpga.official](https://www.facebook.com/lpga.official), [www.twitter.com/lpga](https://www.twitter.com/lpga), and [www.youtube.com/lpgavideo](https://www.youtube.com/lpgavideo)

## About Octagon

Octagon, (IPG: NYSE) is the world's largest sponsorship consulting practice, managing and influencing some \$3 billion in sponsorship-related spending annually. Octagon also is a pioneer and leader in athlete & personality representation and management. With more than 800+ employees worldwide, Octagon works with hundreds of blue-chip corporate clients and more than 800 athletes & personalities clients and manages more than 5,000 events per year. Octagon's Events & Hospitality team operates four professional golf tournaments, a professional bass fishing tournament and numerous first-class corporate hospitality events. To learn more about Octagon, visit: [www.octagon.com](http://www.octagon.com)