



PLAYERS CUP

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PINE RIDGE GOLF CLUB 2017 | PlayersCup.Golf

Players Cup transitioning to new host organization

Executive Director Ryan Hart moving on to new role with the PGA TOUR.

(March 22, 2017 – Winnipeg, MB) – The Players Cup will begin the transition to a new Host Organization this season, with MF1 Marketing continuing operation of the tournament in 2017 and Marketing Without Borders taking over immediately following this year's event through the event's 100th anniversary in 2019.

Adam Boge of Marketing Without Borders will take over as the event's Executive Director from Ryan Hart, who has accepted a role with the PGA TOUR and will continue to oversee the event and its transition in 2017.

"We're so proud of what we've been able to accomplish with the Players Cup over the last few years, and we'd like to especially thank the volunteers, sponsors, host courses and so many other people who have contributed to its success. I'm extremely confident that the tournament will succeed for many years to come," said Hart.

"I'm incredibly humbled by the opportunity to take what I've learned and to work for one of the most respected sports organizations in the world."

Hart's company MF1 Marketing got involved with the Players Cup in 2010 – by overseeing an initial rebrand and focusing the event on making a positive impact in the community through the Jonathan Toews FORE Kids Golf Classic. Since then, MF1 created the Play Through Foundation, which became the event's charitable arm and has given back over \$500,000 to local children's charities since 2010.

"We're thrilled to be working with Adam and the new Players Cup team, and we're confident they will continue to build on the tradition that Ryan and the Play Through Foundation have established," said Mackenzie Tour President Jeff Monday. "The Players Cup has become a premiere event on the Mackenzie Tour and a model of how tournaments can give back. Our entire team would like to thank Ryan for his hard work over the years and wish him the best of luck in his new role, and we all look forward to working with Adam and the new Players Cup team on the event in the future."

Adam Boge will become the new Host Organization of the Players Cup through the event's 100th anniversary in 2019. Adam and his team have been integral in growing the game of golf in Manitoba over the last decade, particularly through junior golf initiatives, and the Players Cup will be added to their growing list of golf and charity-based programs.

"I am very excited for this opportunity and look forward to continuing the growth and success that Ryan and his team have built," says Boge. "It's an honour to be involved with such a great community event that supports many local charities."

Effective immediately, the MF1 Marketing and Marketing Without Borders will begin to work together on the Players Cup to provide a seamless transition through the 2017 event, which will take place July 3-9 at Pine Ridge Golf Club.





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About the Players Cup: The Players Cup is a premiere event on Mackenzie Tour - PGA TOUR Canada. The 2017 Players Cup will be held July 6-9 at Pine Ridge Golf Club. With a total purse of \$175,000, this Manitoba tradition has hosted the likes of Mackenzie Hughes, Tony Finau and Nick Taylor on their path to the PGA TOUR. For more information, visit PlayersCup.Golf.

Twitter: @thePlayersCup

Facebook: [Facebook.com/thePlayersCup](https://www.facebook.com/thePlayersCup)

About MF1 Marketing / Play Through Foundation: In the spring of 2015, The Play Through Foundation became the charitable arm of the Players Cup. In doing so, 100% of the net proceeds from the Players Cup and its ancillary events are committed to children's initiatives in Winnipeg. The organization is guided by its mantra, Tomorrow's Champions Start Here – On and off the course the Players Cup provides a platform for people to learn how to win. Whether it's sinking a clutch putt or providing assistance to a young person going through a challenging time, we are driven to help people succeed.

About Marketing Without Borders: MWOB is a marketing agency for small to medium size businesses. Its focus is to help their clients use the correct platforms and to understand the metrics behind them. From social media, websites, corporate promotional items, event management, e-marketing strategies, and print it offers their clients a full service solution.

About Golf Mentor: – Owned and operated by Adam Boge and Glen Sirkis Golf Mentor specializes in junior golf at the grass roots level. They offer programs across Manitoba with their home base being Golf Mentor Teaching Academy at St. Vital Golf Centre. Through various programs which include Future Links Learn to Play, Golf in Schools, and Discover Junior Golf Day Golf Mentor instructs over 2000 juniors annually. Golf Mentor recently launched the Junior Golf Mentorship Foundation (JGM) which will allow youth in Manitoba to experience golf and at the same time instill life-enhancing values.

About the Mackenzie Tour-PGA TOUR Canada: The Mackenzie Tour-PGA TOUR Canada is a series of tournaments played across Canada each summer, where tomorrow's stars begin the path to the PGA TOUR. The leading five money winners at the end of each season earn status on the Web.com Tour for the following season. The Mackenzie Tour's mission is to deliver a PGA TOUR experience for our members, fans, volunteers and our partners in order to develop the future stars of professional golf & enrich the communities we visit.

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