

NEWS



Ascension
CHARITY CLASSIC

presented by **EMERSON.**



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NEW STAFF ANNOUNCEMENT FOR ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON

*Alonzo Byrd named Director of Business Development and Community Engagement
of first-year PGA TOUR Champions event*

ST. LOUIS – Officials of the Ascension Charity Classic presented by Emerson today announced that longtime St. Louis-area business and civic leader Alonzo Byrd has been named director of business development and community engagement of the HNS Sports Group managed, first-year PGA TOUR Champions event at Norwood Hills Country Club.

Byrd joins the Ascension Charity Classic management team after nearly 20 years with Enterprise Holdings, which owns and operates Enterprise Rent-A-Car, National Car Rental and Alamo Rent-A-Car. Byrd's role with Enterprise as assistant vice president of public affairs placed him in charge of the development and execution of corporate citizenship initiatives nationwide for the company headquartered in St. Louis.

In addition, Byrd served as Vice President of the Executive Committee for the Leadership Council of Southwestern Illinois. He is also a former Chair of East Side Aligned, a collective impact initiative in East St. Louis; a board member for Fair Saint Louis, and a member of the Board of Visitors for the School of Global Journalism and Communication at Morgan State University in Baltimore. Furthermore, Byrd was a member of the Mayors Business Council for the U.S. Conference of Mayors; a member of the Corporate Roundtable for the National League of Cities, and a Master Coach for the Masters Series for Distinguished Leaders, a professional development initiative in Washington, D.C.

"Alonzo has been an active and invested member of our St. Louis business and philanthropic community throughout a long and distinguished professional career," said Nick Ragone, Ascension Executive Vice President and Chief Marketing and Communications Officer. "His experience and relationships will connect the Ascension Charity Classic presented by Emerson to golf fans, businesses, community interests and many more throughout the St. Louis region and beyond."

Prior to joining Enterprise, Byrd was a vice president at Fleishman-Hillard, where he managed a wide range of media relations, corporate relations, and diversity-related issues for *Fortune* 500 clients, including Anheuser-Busch Companies, UPS, Coca-Cola, Procter & Gamble, and AT&T.

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“I’m excited to have Alonzo join the tournament management team and bring his considerable knowledge and extensive background to the event,” said Steve Spratt, tournament executive for the Ascension Charity Classic presented by Emerson and Ascension’s vice president of marketing. “Alonzo joins an already strong team that is focused on producing an event that will benefit a number of worthy charities and provide all of St. Louis a professional golf experience that will soon become a tradition on our local sports calendar.”

Byrd, who grew up in nearby East St. Louis, Ill., has a bachelor’s degree in journalism from Southern Illinois University at Edwardsville and has worked as a journalist for the *Kansas City Times*, the *Oakland Press* in Pontiac, Mich., the *Belleville (Ill.) News Democrat*, and as a stringer with The Associated Press in St. Louis.

“I am thrilled to be leading the tournament’s business development and community engagement efforts to help Ascension build a successful event that will serve St. Louis and north county for years to come,” said Byrd. “I am committed to the St. Louis area, which I’ve called home my entire life, and passionate about the game of golf and the positive impact it can make in a community. So, while this is a dream assignment and opportunity for me, what’s most important is making a difference in St. Louis and that’s what I intend to do.”

The 2021 Ascension Charity Classic presented by Emerson is September 6–12.

The Ascension Charity Classic presented by Emerson will be one of the premier Regular Season events on the PGA TOUR Champions schedule, which annually gives way to the Charles Schwab Cup Playoffs – a season-ending, three-tournament series used to determine the Tour’s season-long champion. The next Charles Schwab Cup champion will be crowned in November 2021 at the Charles Schwab Cup Championship. The current PGA TOUR Champions “Rookie Class” includes two-time winners in 2020 Phil Mickelson, Ernie Els and Jim Furyk.

All three rounds of Ascension Charity Classic will be broadcast on Golf Channel in the United States. Internationally, telecasts air in more than 170 countries and territories, reaching more than 340 million potential households, and are distributed in 15+ markets via GOLFTV.

For more information about the Ascension Charity Classic presented by Emerson, including ticket sales, pro-am spots and sponsorship packages, please visit ascensioncharityclassic.com and follow the tournament on Twitter at @ascensionccg, on Facebook at facebook.com/ascensioncharityclassic and on Instagram @ascensioncharityclassic.

About Ascension Charity Classic presented by Emerson

The Ascension Charity Classic presented by Emerson is an official event on the PGA TOUR Champions operated by Tournaments for Charity, a 501 (c) 3 non-profit entity. This 54-hole stroke play golf tournament features 81 PGA TOUR Champions professionals competing for a \$2 million purse at historic Norwood Hills Country Club in St. Louis, Missouri. The event is designed to showcase the best golf on the PGA TOUR Champions for the enjoyment of spectators and to benefit local charities in the North St. Louis County area and beyond. All three official rounds will be internationally televised on the Golf Channel. For more information, visit ascensioncharityclassic.com.

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About Ascension

Based in St. Louis, Ascension is one of the leading non-profit and Catholic health systems in the U.S., with more than 150,000 associates and 2,600 sites of care across 20 states and the District of Columbia. In keeping with the organization's mission to deliver compassionate, personalized care to all, with special attention to persons living in poverty and those most vulnerable, all proceeds from the Ascension Charity Classic tournament will be donated to local non-profits. Last year, Ascension provided \$2 billion in care of persons living in poverty and other community benefit across the country.

About Emerson

Emerson (NYSE: EMR), headquartered in St. Louis, Missouri (USA), is a global technology and engineering company providing innovative solutions for customers in industrial, commercial and residential markets. Our Automation Solutions business helps process, hybrid and discrete manufacturers maximize production, protect personnel and the environment while optimizing their energy and operating costs. Our Commercial & Residential Solutions business helps ensure human comfort and health, protect food quality and safety, advance energy efficiency and create sustainable infrastructure. For more information visit Emerson.com.

About PGA TOUR Champions

PGA TOUR Champions is a membership organization of professional golfers 50 and older, including 33 members of the World Golf Hall of Fame. The Tour's mission is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back and generate significant charitable and economic impact in tournament communities. All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, telecasts air in excess of 170 countries and territories, reaching more than 340 million potential households, and distributed in 15+ markets via GOLFTV. Follow PGA TOUR Champions online at PGATOUR.com, at facebook.com/PGATOURChampions, on Twitter @ChampionsTour and on Instagram @pgatourchampions.

About HNS Sports Group

HNS Sports Group is a Dublin, Ohio-based LLC founded in 2000. The company offers over 125-plus years of collective experience and is committed to providing professional, efficient and effective client representation in the categories of sponsorship consultation, event management, hospitality management, sales representation and tournament operations within the golf market. To learn more about HNS Sports Group, visit hnssports.com.

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