



## PEBBLE BEACH COMPANY

### **The U.S. Open Championship Shop Opens at Pebble Beach Resorts**

*Apparel, accessories, souvenirs and more are available bearing the logos for the 2019 U.S. Open and 2018 U.S. Amateur Championships*

**PEBBLE BEACH, CALIF. (November 1, 2017)** – Just in time for the holiday shopping season, Pebble Beach Resorts has opened the U.S. Open Championship Shop, the public's first opportunity to purchase a wide variety of products bearing the 2019 U.S. Open Championship logo. The store also offers a selection of 2018 U.S. Amateur Championship logoed merchandise.

Prominently located in the retail promenade at The Lodge at Pebble Beach, the shop features products for men, women and children, including logoed apparel by leading golf and lifestyle brands, headwear, golf accessories, gifts and more. The store hours are 8:30 a.m.- 6:00 p.m. daily.

"The unveiling of the U.S. Open Championship Shop is the unofficial kick-off for the upcoming U.S. Amateur and U.S. Open Championships at Pebble Beach," said Bill Perocchi, CEO of Pebble Beach Company. "We are pleased that golf fans will now have the opportunity to proudly wear these championship logos, and help us celebrate our sixth U.S. Open and fifth U.S. Amateur."



The 2019 U.S. Open logo, which symbolizes the great tradition of America's championships at Pebble Beach, features the red, white and blue colors of the American flag, with six stripes representing the six U.S. Opens at Pebble Beach. The Lone Cypress has been the defining symbol of Pebble Beach since its founding in 1919, and it stands as proudly on a rich golfing tradition as it does on its rocky promontory just a short drive from the courses at Pebble Beach Resorts.

The USGA has a long history of championships at Pebble Beach, and the course has been the site of many of golf's greatest major moments. The 119th U.S. Open, to be contested on June 13-16, 2019, will bring together the USGA and Pebble Beach to celebrate their second centennial together – the USGA conducted its 100th U.S. Open at Pebble Beach in 2000, and Pebble Beach Golf Links will ring in its 100th birthday in 2019.

Additionally, Pebble Beach will welcome four USGA championships across the next decade – the 2018 U.S. Amateur, the fifth time Pebble Beach will host the event, will be played on August 13-19, followed by the 119th U.S. Open Championship, its sixth playing at the course. Pebble Beach will also host its first U.S. Women's Open Championship in 2023, along with the 2027 U.S. Open Championship. When the 2019 U.S. Open takes place, it will be the 13th USGA championship to be held at Pebble Beach, with two more to be played through 2027: five U.S. Amateurs, two U.S. Women's Amateurs, seven U.S. Opens, and one U.S. Women's Open.

While tickets to the 2019 U.S. Open are not yet for sale, Pebble Beach Company has already sold 67 percent of its hospitality packages, which will guarantee tickets for those participating groups. Visit [pebblebeach.com/2019USOpen](http://pebblebeach.com/2019USOpen) for the latest news, stories, updates, answers to frequently asked questions and hospitality opportunities available for this very special event. The U.S. Amateur Championship will be played at Pebble Beach Golf Links on Aug. 13-19, 2018; more information is available at [pebblebeach.com/2018USAmateur](http://pebblebeach.com/2018USAmateur).

The Retail Shops at The Lodge at Pebble Beach are located at 1700 17-Mile Drive in Pebble Beach, Calif. Visitor parking is complimentary.

## **About Pebble Beach Company**

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts®, including The Lodge at Pebble Beach™, The Inn at Spanish Bay™, and Casa Palmero®. The company also operates four renowned golf courses: Pebble Beach Golf Links®, Spyglass Hill® Golf Course, The Links at Spanish Bay™, and Del Monte™ Golf Course. Its other famed properties include scenic 17-Mile Drive®, The Spa at Pebble Beach™, Pebble Beach Golf Academy™, and Pebble Beach® Equestrian Center. It annually hosts premier events such as the Pebble Beach Concours d'Elegance®, AT&T Pebble Beach Pro-Am, TaylorMade Pebble Beach Invitational presented by Dell EMC, Pebble Beach<sup>SM</sup> Food & Wine, and the PURE Insurance Championship Impacting The First Tee. Future site of the 2018 U.S. Amateur, 2019 U.S. Open, 2023 U.S. Women's Open and 2027 U.S. Open Championships, Pebble Beach Golf Links® has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments. For reservations or more information, please call 800-654-9300 or visit [pebblebeach.com](http://pebblebeach.com).

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