Humana Challenge

Combining Golf, Health and Well-Being

Jhonattan Vegas, 2011 Tournament Champion at PGA WEST Palmer Private.

Formerly known as the Bob Hope Classic, Humana Challenge will feature a new format, a new trophy and most importantly, an innovative focus on health and well-being.

In April, the PGA tour and host organization Desert Classic Charities, unveiled an eight-year agreement with new title sponsor Humana and the William J. Clinton Foundation. While taking on a new focus of healthy lifestyle practices, the Humana Challenge will honor and celebrate the legacy with a newly created “Bob Hope Trophy” to the winner.

The 2012 tournament will be held the week of January 16 to 22 with live replay tournament coverage on the Golf Channel.

Thanks in large part to Bob Hope’s foray as tournament host in 1965, the tournament has generated more than $50 million, helping support Eisenhower Medical Center and other Coachella Valley charities.

“Humana, the Clinton Foundation and the PGA TOUR will work together to promote health and well-being in order to positively impact people’s behavior and improve their quality of life,” said PGA TOUR Commissioner Tim Finchem in April. “There will be a number of ways that attendees and viewers can take part in healthy lifestyle practices throughout the week that they can easily adapt to their everyday lives. Mr. Hope epitomized a healthy lifestyle, living to be 100. We will continue to honor his legacy and be forever grateful for what he did for golf, this tournament, the PGA TO UR and charity.”

The tournament week is designed to bring the idea of “participatory wellness” to life for people of all ages and will feature a first-ever national conference focused on health and wellbeing on January 17, highlighted by a keynote address from President William J. Clinton.

The 2012 Humana Challenge will also feature several changes to the professional and amateur format. The changes include:

- A four-day tournament, beginning Thursday of tournament week, with the first three rounds played in a pro-am format.
- The pro-am teams will consist of one professional and one amateur playing in groups of four.
- For each day of the three round pro-am competition, the professional will have a different amateur partner. Amateurs will compete in daily competitions as well as an overall, three-day competition.
- The field size for the event will be 144 professionals, an increase of 16 professional spots from the previous format, and 144 amateurs.
- The number of courses being used in the rotation is being reduced from four to three: La Quinta Country Club, a tournament course since 1965, PGA WEST Nicklaus Private and PGA WEST Palmer Private.

For ticket information, call 760-346-8184 or visit www.HumanaChallenge.com.

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