

Take the Shirt Off a Pro Golfer's Back

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As the Accenture Match Play prepares to drop into Tucson, the world's elite golfers are honing their games for this World Golf Championship event. However, one defending champion is more focused on what he'll be wearing.



In recent years, Ian Poulter has proven through his flashy wardrobe and on-course successes than he's certainly a player to watch.

In fact, it was at the final round of the 2010 World Golf Championships-Accenture Match Play Championship that Poulter emerged victorious, hoisting the Walter Hagen Cup wearing pink slacks and a pink sweater complemented by white shoes, belt and visor for his first victory in the United States.

In 2011, he will open his title defense by allowing fans to choose his apparel for the opening match. The first World Golf Championships event of the 2011 season tees off at The Ritz-Carlton Golf Club, Dove Mountain, in Marana, Ariz., for the third-consecutive year, February 21-27.

Tournament officials, in conjunction with IJP Design, announced earlier this month that the "Dress Ian" Facebook campaign will give fans the ability to select one of three possible outfits for Poulter to wear on Wednesday, February 23, for his first-round match.

Area students, graduates and fans of the University of Arizona and Arizona State University will have familiar color schemes to choose from as two of the options incorporate school colors into the outfits. Fans can go to www.facebook.com/accenturematchplayto to view and vote on the outfits and can even follow links to purchase outfits at a discounted rate. So, golfer can literally don the same apparel as the 2010 Accenture Match Play Championship.

"I'm looking forward to seeing what fans choose for me to wear as I set out to defend my World Golf Championships-Accenture Match Play Championship title," Poulter said. "Of course, I'd love to see the fans in Southern Arizona decked out in IJP Design gear as well....attempting to style their hair like mine is optional."

"Ian Poulter has been an international ambassador to the game of golf and we are excited that he will be partnering with us for this unique promotion," said Accenture Match Play Championship Executive Director Wade Dunagan. "As I attended the University of Arizona, I have a feeling I know which outfit I'll be voting for."

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Accenture Match Play Championship, www.worldgolfchampionships.com.