

The Phoenix Open

Written by Sarah Love

Monday, 30 January 2012 10:54 -

This month, the always-exciting Waste Management Phoenix Open will once again bring golf's top talents—as well as lovers of the game from around the globe—to the Valley. From the where to be and when to the who to see and how, here are the ins and outs of “The Greatest Show on Grass.”



Won't You Swing By?

Dont be late for these very important dates.

MONDAY, JAN. 30

Practice rounds for

PGA Tour pros

10 a.m. Leslie's Swimming

Pool Supplies Pro-Am,

TPC Stadium Course

TUESDAY, JAN. 31

Practice rounds for

PGA Tour pros

10 a.m. R.S. Hoyt Jr. Family

Foundation Dream Day

activities, TPC Champions

Course Practice Range

Motivational speeches

by PGA Tour pros

Trick Shot Show

Junior Golf Clinic

presented by PING

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11 a.m. CBS Outdoor Special

Olympics Open, TPC Scottsdale

Putting Green

The Special Olympics Open

features Special Olympians,

celebrities, sports stars and

business leaders from the

local community. The hourlong

event is open to all

ticket holders.

6 p.m. Waste Management

Phoenix Opening Party (by

invitation only)

WEDNESDAY, FEB. 1

8:30 a.m. The Silver Pro-Am,

TPC Stadium Course

10 a.m. Patriot Pro-Am,

Grayhawk Golf Club Raptor

Course

3:30 p.m. Shot at Glory, TPC

Scottsdale 16th hole

3:30 p.m. Coors Light Birds

Nest entertainment tent opens

THURSDAY, FEB. 2

7:30 a.m. Waste Management

Phoenix Open First Round

3:30 p.m. Coors Light Birds

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Nest entertainment tent opens

FRIDAY, FEB. 3

7:30 a.m. Waste Management

Phoenix Open Second Round

3:30 p.m. Coors Light Birds

Nest entertainment tent opens

SATURDAY, FEB. 4

9 a.m. Waste Management

Phoenix Open Third Round

3:30 p.m. Coors Light Birds

Nest entertainment tent opens

All Day Green Out

Everybody is encouraged

to wear green to support

the eco-sensitive efforts of

the tournament.

SUNDAY, FEB. 5

9 a.m. Waste Management

Phoenix Open Fourth Round

MONDAY, FEB. 6

7 a.m. Post Open Pro-Am,

TPC Stadium Course

One of the best things about the Waste Management Phoenix Open is that it is always keeping things fresh— besides its all-star lineup of golfers. Take a look at what's new for this year's event.

Can You Hear Me Now?

Throughout the history of the Phoenix Open, cell phones were a big no-no, in fear that they could distract players during crucial moves. The 2012 event, though, welcomes the use of such mobile devices. There is a catch, though: they must be on silent mode at all times, they cannot be used as a camera and can only be used from designated calling areas. (Such areas will include concession stands, skyboxes and hospitality

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tents.)

Fans & Games

The guys on the green won't be the only ones vying for prizes at the Phoenix Open. (Golfers will play for a purse that tops \$6 million.) The new **Albertson's Fan Zone** (you'll find it in the spot that used to house the Greenskeeper Tent) will feature interactive games, food, entertainment—and the chance to win big. Fans are invited to strut their skills on the **Full Swing golf simulator** of the 16th hole and have an opportunity to win daily prizes (one of the biggies is the use of a 2012 Mercedes-Benz for a year). Four-wheeler enthusiasts won't want to miss the **RideNow Power Sports ATV and UTV exhibit**; it will preview the latest from the biggest names like Polaris, Honda, Yamaha and more. There's even something for the foodies in the crowd: the **Jack Daniels Experience** mobile museum. Guests will learn about the man behind the label as well as see and smell whiskey dripping through charcoal. (The Jack Daniels Experience is open to those 21 and older).

Go Green

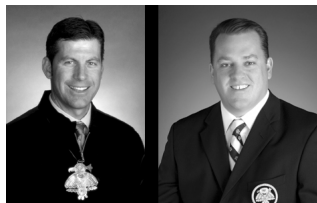


As you can imagine, a lot of trash is generated when 500,000 people gather in any one area. However, the Waste Management Phoenix Open has launched the **Zero Waste Challenge** to keep the landfills clear of any tournament-related trash.

The challenge is designed to teach Phoenix Open guests about the proper disposal of waste in hopes that none generated from tournament events ends up in a landfill. In fact, the Zero Waste Challenge has set its sights on diverting 90 percent of the Phoenix Open waste into recycling and composting facilities. The tournament is so committed to this goal that, for the first time ever, there will be no trash receptacles on the tournament grounds. Instead, patrons have the option of disposing of waste items into recycling or composting bins. (To ensure they are used properly, there will be recycling ambassadors to answer questions about using the bins.)

The Phoenix Open also aims to keep the tournament as green as the grass it's played on by working with its vendors to make sure water is being conserved; using greywater in portable toilets; installing Recyclebank kiosks, or reverse-vending machines, that dispense incentives and retailer discount coupons; utilizing solar-powered food-waste compactors; as well as other Mother Earth-approved initiatives.

Two of the Waste Management Phoenix Open's most notable names reveal their favorite, don't-you-dare-miss-'em tournament events.



"The Expo Tent at the entrance to Waste Management Phoenix Open is my favorite place at the tournament. Being there throughout the days and watching the incredible number of people coming into the Waste Management Phoenix Open is awesome. It's such a great reminder of the incredible community we live in and the fact that the community wraps its arms around the Waste Management Phoenix Open and supports the local charities and Waste Management. The Thunderbirds have given away over \$75 million to local charities and could not have done it without the incredible support of the local communities and local companies year in and year out."

"Wednesday is my favorite day at the Waste Management Phoenix Open. Wednesday really kicks off tournament week as we have the FBR/Xerox Silver Pro-Am on the TPC Scottsdale Stadium Course, [and] the Phoenix Suns Charities Shot at Glory on Hole 16 which is always a fun and exciting event. We'll also have the Patriot Pro-Am at Grayhawk Golf Club with approximately 20 military personnel playing in it along with a host of pros and amateurs. Plus, on Wednesday evening, we have the opening of the Coors Light Birds Nest to really top off the day."

Delicious Deals

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During tournament week, **Carefree Station** is offering its golf-theme Power Tee cocktail (a deliciously spiked Arnold Palmer) for \$5.50 (normally \$8.50). www.carefreestation.com.

Through Feb. 5, guests at North Scottsdale's **Sassi** restaurant will receive 10 percent off their entire bill upon presenting a Waste Management Phoenix Open admission badge. www.sassi.biz.

Westin Kierland Resort & Spa, just a quick drive from the tournament, offers spectators the "Unlimited Golf for Two" package. (The special includes luxury accommodations and unlimited golf at Westin's 27-hole course.) Rates start at \$499 per night. www.ilovekierlandresort.com.

STUB STATS

Daily general admission to Waste Management Phoenix Open is \$25. Children ages 17 and under are free when accompanied by an adult. Coors Light Birds Nest general admission tickets are \$25 for Wednesday and \$30 for Thursday through Saturday, if purchased in advance (\$35 at the gate). Tickets can be purchased at Ticketmaster. Proceeds from the 2012 tournament benefits several Arizona charities. 800.745.3000, www.ticketmaster.com.

To Learn More

Waste Management Phoenix Open www.wmphenixopen.com