

# Sports & Entertainment

## 2024 FedExCup Playoffs to offer PGA TOUR fans unparalleled access to sights and sounds with virtual activations & programs

PGA TOUR postseason to debut unique activations, including: Grant Horvat/Bryan Bros alternate PGA TOUR LIVE stream; inaugural 'Creator Classic;' The Smylie Show live from all three events; and fantasy, VR gaming options

PONTE VEDRA BEACH, Florida – As the PGA TOUR's best look to unseat FedExCup champion Viktor Hovland, fans will have unparalleled access to the sights and sounds of the FedExCup Playoffs through new on-site and virtual activations and programming.

Setting up the excitement for this year's postseason – the 18th edition of the FedExCup Playoffs – the TOUR is showcasing the expressive style of illustrator and designer Dan Leydon, whose dynamic illustrations of the final 70 players who qualify for the Playoffs will be utilized across all TOUR platforms and in broadcast graphics. Additionally, the postseason TV campaign will continue to be voiced by actor Jeremy Renner, most notably known for his work in The Hurt Locker, The Town, The Avengers and Mayor of Kingstown.

Enhanced coverage and insight To kick off the postseason, PGA TOUR LIVE on ESPN+ will feature YouTube golf personalities Grant Horvat and 'the Bryan Bros,' George and Wesley Bryan, hosting a special alternate stream during Thursday and Friday coverage of the FedEx St. Jude Championship, August 15-16, from 12-2 p.m. ET. The Bryan Bros will be in the PGA TOUR LIVE Studios in St. Augustine, Florida, while Horvat will serve as an on-course reporter in Memphis.



On the eve of the TOUR Championship comes the first Creator Classic presented by Blackstone, a nine-hole golf competition featuring prominent content creators, set to take place on the newly restored back nine of East Lake Golf Club. The individual stroke play event, set for August 28 at 4 p.m. ET, will feature 16 of the biggest names in golf social media, including Tyler Toney from Dude Perfect, the Bryan Bros, Fat Perez from Bob Does Sports, and Good Good creators Garrett Clark, Brad Dalke and Sean Walsh. The event will be livestreamed via the PGA TOUR's YouTube channel, Peacock, ESPN+, as well as the PGA TOUR channel on FAST platforms like PlutoTV, Roku, Samsung TV Plus, Tubi and XUMO. The event is open to anyone with a Wednesday ticket to the TOUR Championship.

Following the successful launch of live moving drone tracing at the Travelers Championship, similar technology will continue throughout all three FedExCup Playoffs events on Golf Channel and NBC Sports. Starting at the BMW Championship, the TOUR and NBC Sports, alongside Bolt6 and Virtual Eye, will debut Augmented Reality (AR) graphics from the live moving drone. This enhancement will also be deployed at the TOUR Championship presented by Accenture, Coca-Cola and Southern Company as well as at the Presidents Cup, to be contested Sep-

tember 23-29 at The Royal Montreal Golf Club in Montreal, Quebec, Canada.

Domestically, the three FedExCup Playoffs will include more than 400 hours of live coverage on NBC, Golf Channel, Peacock and PGA TOUR LIVE on ESPN+, in addition to PGA TOUR Radio coverage on SiriusXM. Internationally, the Playoffs will broadcast in 30 languages to more than 200 countries and territories, with exposure for the Playoffs highlighted by on-site localized coverage for fans in the U.K., Japan, Canada and pan-regionally in Europe. For the first time, the final round of the TOUR Championship will also be available via free-to-air channels across all Scandinavian markets (Sweden, Norway, Denmark and Finland). Additionally, all four PGA TOUR LIVE feeds will be made available for every Playoffs event for fans in the U.K. on the Sky Sports+ digital product. Sky's coverage will include studio production with AR elements and commentary from talent on-course, with the Sky Cart used for analysis and interviews at the TOUR Championship.

Support programming includes the popular golf podcast The Smylie Show, hosted by PGA TOUR winner and NBC/Golf Channel commentator Smylie Kaufman, which will offer multiple episodes from each Playoffs site. Alongside co-host Charlie

Hulme, The Smylie Show will feature tournament previews, recaps and player interviews from all three tournament sites, with all episodes airing on YouTube and the SportsGrid Network.

Also, for the first time, Golf Channel Live will broadcast on-site from all three FedExCup Playoffs events, while On The Range presented by Maestro Dobel—which offers a sneak peek at what players are working on prior to competition—will air on Golf Channel each Wednesday during the Playoffs.

### New gaming options

As the FedExCup Playoffs begin with the FedEx St. Jude Championship, fans can take their best shot at predicting the final top 30 athletes in the FedExCup Standings through Perfect 30, golf's version of achieving a perfect bracket during March Madness. The game, which opens when play concludes at the Wyndham Championship, sees users select which players they believe will comprise the final 30 spots at the season-ending TOUR Championship, in order. Picks will lock once play starts at the FedEx St. Jude Championship, with points awarded for correct players picked inside the top 30 and bonus points awarded for correct rankings and long-shot selections. In addition to ultimate bragging rights for perfection – or something close to it – the top 10 finishers will earn prizes in

partnership with PGA TOUR communities worldwide.

New to this year's FedExCup Playoffs for fans is Crown the Champ Challenge presented by FedEx, a three-week series on the DraftKings platform where contestants predict the outcomes of several prop-like questions about that week's event. The winners of the pool will split a \$5,000 cash prize per contest.

For fans looking to take their gaming to the next level, qualification is now underway on the GOLF+ platform for the VR FedExCup Playoffs, where 1.5 million virtual reality golfers will have a chance to compete in their own version of the FedExCup Playoffs. This year, GOLF+ is adding Colorado's Castle Pines Golf Club—site of the 2024 BMW Championship—to the rotation. GOLF+ sets itself apart from console or mobile gaming platforms by fully immersing players in the same conditions as the pros, offering a fresh perspective on the challenges faced by TOUR professionals. Golfers looking to take part in the action can download GOLF+ through the Meta Quest VR Platform.

### About PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and com-

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world's best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+. Internationally, PGA TOUR coverage is available across 200+ countries and territories in 30 languages via 44 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$3.93 billion.

Fans can follow the PGA TOUR on the new PGA TOUR app and PGATOUR.COM, and on social media channels, including Facebook, Instagram (in Spanish, Korean and Japanese), LinkedIn, TikTok, X (in English, Spanish and Japanese), WhatsApp (in English and Spanish), WeChat, Weibo, Toutiao and Douyin.

Email entertainment news and photos to [MSTentertainment@prodigy.net](mailto:MSTentertainment@prodigy.net)

## Curtis '50 Cent' Jackson stars in 'Boneyard' Aug. 13 ... from sports-ent. 4

resent real people with families and futures stolen from them. By humanizing the individual victims in our story, I hope viewers will be left thinking of the tragedy of each and every missing soul behind these alarming numbers," said director Asif Akbar.

The film also stars Nora Zehetner and Michael Sirow.

### CURTIS "50 CENT"

#### JACKSON (Chief Carter)

"50 Cent," born Curtis James Jackson III, is an award-winning rapper, entrepreneur, actor, and producer from Queens, New York. Recognized as one of the most talented and prolific music artists of his time, the GRAMMY Award winner rose to fame with his record-shattering debut album *Get Rich or Die Tryin'*, and has since sold more than 30 million albums worldwide and been awarded numerous prestigious accolades. Jackson has leveraged his star power to cross over with unparalleled success as an entrepreneur, actor, and producer.

From *Get Rich or Die Tryin'* being one of the fastest-selling albums in history to creating one of the most influential deals in hip-hop with the sale of Vitaminwater, Jackson continues to break records. He currently has the biggest premiere of a series ever on STARZ® with "Power Book II: Ghost."

Jackson has carved out a thriving television and film career as both a best-in-class producer and star. In 2005, he founded G-Unit Film & Television Inc., which has produced a wide range of content across numerous platforms and sold a myriad of shows to various networks. Among these is the critically acclaimed #1 series on STARZ®, "Power," in which he not only costarred but also served as executive producer and director. He has successfully focused on the expansion of the

"Power" universe with spinoffs "Power Book II: Ghost," "Power Book III: Raising Kanan," and "Power Book IV: Force." G-Unit Film & Television also produced ABC's "For Life," while currently in production on season three of the hit series, "Black Mafia Family," for STARZ®, and recently released the "Black Mafia Family" docuseries. In 2023, Jackson announced a non-exclusive multi-project development deal with FOX. G-Unit Film & Television is also in development on the scripted series "Fightland" and "Queen Nzinga" for STARZ, as well as "Trill League" for BET+. "Untitled" is in development for Paramount+ with Chad Stahelski attached to direct. "Lady Danger" starring Nicki Minaj is set at Freevee. G-Unit Film & Television recently released "Hip Hop Homicides" on WeTV. Jackson is also expanding into the podcast space through his new G-Unit Audio banner with the return of "Surviving El Chapo: The Twins Who Brought Down a Drug Lord," in partnership with iHeart Media and Lionsgate Sound. The company is also building out its feature slate, starting with a three-picture horror deal as a collaboration with horror phenom Eli Roth and 3BlackDot, and Expendables 4 with Millennium and Lionsgate.

The exceptional businessman has served as CEO of G-Unit Records since its inception in 2003 and has since signed a host of multi-platinum artists. In 2003, Jackson launched the G-Unity Foundation to support programs that foster social and leadership skills in young people living in cities nationwide. Jackson also continues to widen his brand, and in 2016, launched luxury wine and spirits company Sire Spirits. In January 2020, Jackson received a star on The Hollywood Walk of Fame.

