



**IMMEDIATE RELEASE**

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**KITCHENAID ENTERS SECOND YEAR AS PRESENTING SPONSOR OF  
SENIOR PGA CHAMPIONSHIP**

*2012 Championship to be hosted at Harbor Shores – the brand's hometown golf course*

**BENTON HARBOR, MICH., May 18, 2012** – KitchenAid, a premium brand of the Whirlpool Corporation, enters its second year as the presenting sponsor of the Senior PGA Championship and Official Home Appliance brand of The PGA of America. KitchenAid looks forward to activating its sponsorship in Benton Harbor, Mich. – the hometown of Whirlpool Corporation and its portfolio of consumer brands. The 73rd Senior PGA Championship presented by KitchenAid (May 22-27, 2012) will be played at Harbor Shores – a beach and golf community that serves as a part of the revitalization in the Benton Harbor community.

KitchenAid and the PGA of America announced the partnership in 2010, and began the activation of the four-year partnership at the 72nd Senior PGA Championship presented by KitchenAid (May 24-29, 2011) at Valhalla Golf Club in Louisville, Ky. It was at Valhalla where the brand introduced its popular KitchenAid Fairway Club that included celebrity chef appearances, interactive cooking and product demonstrations, a daily closest-to-the-pin competition on a golf swing simulator and much more.

“As a brand, we at KitchenAid are very proud to continue our partnership with the PGA of America and play a role in bringing this Senior PGA Championship to Harbor Shores, Benton Harbor and Southwest Michigan,” said Deb O’Connor, Director of Global Partnerships for KitchenAid. “The KitchenAid brand and Whirlpool Corporation have been involved in the community for over 100 years and we have nearly 4,000 employees that live in the area. It’s an event like this that can bring people together and make a positive impact on the quality of life for the city of Benton Harbor and the entire Southwest Michigan region.”

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In 2012, KitchenAid will continue to support its sponsorship through various programs to reach customers, golfers and cooking enthusiasts. Fans will once again be able to enjoy the KitchenAid Fairway Club experience at Harbor Shores (adjacent to the No. 1 tee), which features live cooking demonstrations from celebrity chefs Buddy Valastro (*Cake Boss/Kitchen Boss* – TLC), Ming Tsai (*Simply Ming* – PBS) and Pat Neely (*Down Home With the Neelys* – Food Network). In addition, fans will be able to experience other KitchenAid appliances around the course at the KitchenAid Gallery on 16 (adjacent to the No. 16 green), the KitchenAid Gallery on 10 (adjacent to the No. 10 green) and at the KitchenAid Gallery at the Clubhouse (adjacent to the clubhouse – featuring various models and colors of the iconic KitchenAid® Stand Mixer).

During the 2012 Championship, KitchenAid will once again entertain its customers through participation in Senior PGA Championship Pro-Am events, access to the KitchenAid hospitality suite and special product demonstrations at the KitchenAid Fairway Club.

Following the third round of Championship play on Saturday, May 26, five grand-prize sweepstakes winners will each receive a VIP experience where they will join celebrity chef Buddy Valastro for an extraordinary dinner in the KitchenAid Fairway Club at Harbor Shores.

“KitchenAid executed one of the best sponsorship activations we’ve ever seen in 2011 at Valhalla Golf Club,” said Allen Wronowski, PGA of America President. “The PGA of America looks forward to continuing our relationship in 2012 at Harbor Shores where spectators can once again expect a great golf and culinary experience from the presenting sponsor.”

In 2014, the Senior PGA Championship presented by KitchenAid will return to Harbor Shores in the brand’s hometown of Benton Harbor, Mich. The 2013 Senior PGA Championship presented by KitchenAid will be played at Bellerive Country Club in St. Louis, Mo.

Daily grounds and week-long tickets to the 73<sup>rd</sup> Senior PGA Championship may be purchased by visiting the Senior PGA Ticketing Site, or by calling the PGA Ticketing Center at (800) PGA-GOLF (742-4653).

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### **About KitchenAid**

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Over 90 years later, the KitchenAid brand now offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. To learn why chefs choose KitchenAid for their homes more than any other brand, visit [www.KitchenAid.com](http://www.KitchenAid.com).

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### **About the Senior PGA Championship presented by KitchenAid**

Begun in 1937, the Senior PGA Championship presented by KitchenAid is the most prestigious major championship in senior golf. It was born on the grounds of another of golf's majors at the invitation of one of the game's greatest players. At the suggestion of renowned amateur Bobby Jones, the inaugural Championship was conducted at Augusta National Golf Club three years after the first Masters Tournament. Today, the Championship brings together both the legends of the game and newest members of senior professional golf to new audiences throughout the United States. Many of the game's greatest players have won the Championship's Alfred S. Bourne Trophy – a roster that features Gene Sarazen, Sam Snead, Arnold Palmer, Gary Player, Lee Trevino, Jack Nicklaus, Raymond Floyd, Hale Irwin, Tom Watson and Jay Haas. For more information about the 2012 Senior PGA Championship presented by KitchenAid, visit [www.SPGA2012.com](http://www.SPGA2012.com).

### **About The PGA of America**

Since its founding in 1916, The PGA of America has maintained a twofold mission: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, The PGA enables its professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry. By creating and delivering world-class championships and innovative programs, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. As The PGA nears its centennial, the PGA brand represents the very best in golf.