



# SAFeway OPEN



## Phil Mickelson Commits to Play in Safeway Open at Silverado Resort and Spa in Napa, Oct. 12-16

**Napa, CA (June 28, 2016)** – World Golf Hall of Fame member Phil Mickelson has committed to play in the Safeway Open, October 12-16, 2016 at Napa Valley's Silverado Resort and Spa, Executive Director Jeff Sanders announced today.

This will be Mickelson's first Tour event in Napa but he is no stranger to Northern California. He made his professional debut at the 1992 Pebble Beach U.S. Open and won the AT&T Pebble Beach Pro-Am four times.

"We are thrilled with Phil's commitment," said Bob Miller, Chairman and CEO of Albertsons Companies, the parent company of Safeway. "When we made the decision to be the title sponsor of the Safeway Open, Phil is one of the players we hoped would play and support our new event. He will surely help us raise more money for charity and be successful in our first year."

"I look forward to playing in the first Safeway Open at Silverado Resort and Spa," said Mickelson, a 42-time PGA TOUR winner. "As many people know Bob Miller and Safeway/Albertsons have been one of our best PGA TOUR Sponsors for over 25 years. Amy and I love going to Napa and now we have an even better reason to spend a week with the players and their wives. To say the least, we are lucky to have a sponsor like Safeway and the opportunity to have a first class Tour event in Napa."

"Phil is the most popular player of his generation and his aggressive style of play is always entertaining for the fans," said Jeff Sanders, Lagardère Sports Executive Vice President of Golf Events. "We are both grateful and thrilled with Phil's commitment to play in the event four months prior to the inaugural Safeway Open."

The Safeway Open now boasts its first top player commitment to go along with the event's many fan experience enhancements. Earlier this month, the Safeway Open announced the musical acts that will perform Thursday, Friday and Saturday nights on the Silverado Mansion Lawn. Mickelson's commitment brings world-class golf together with the Safeway Open's already great offerings of food, wine and music.

The Safeway Open is managed by the Golf Event Management Division of Lagardère Sports and Entertainment. For more information on the Safeway Open or to purchase tickets, please visit [www.safewayopen.com](http://www.safewayopen.com)

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**About the Safeway Open**

The Safeway Open will take place at Silverado Resort and Spa in Napa, California, October 12 – 16, 2016. The tournament will create an authentic Napa experience for the fans, bringing together world-class golfers, delicious food, exciting musical acts and some of Napa Valley's best wine. For hospitality, sponsorship, tickets or for more information please visit [www.safewayopen.com](http://www.safewayopen.com)

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**About Lagardère Sports & Entertainment**

A division of the Lagardère Group dedicated to Sports and Entertainment, Lagardère Sports deploys its international expertise in six complementary business lines: Events management; Talent representation; Stadium & Arena operations; Marketing services and brand activation; Media rights production and distribution; and sports academy management. Lagardère Sports has more than 1,300 employees and conducts business in more than 20 countries. Current Lagardère Golf clients include PGA TOUR stars Phil Mickelson, Jordan Spieth, Davis Love III, Harris English and Keegan Bradley. The Lagardère Sports and Entertainment Golf Event Management Division is based in Beaverton, Oregon and is led by industry veteran Jeff Sanders.