



PRESS RELEASE

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MAJOR SERIES OF PUTTING ANNOUNCES ADDITIONAL TOUR DATES ACROSS NORTH AMERICA

The path to the ultimate Vegas golf experience expands into additional markets: San Diego, Las Vegas, and Phoenix.



LAS VEGAS, NV (August 23, 2018) — Major Series of Putting (MSOP) announced today that the 2018 MSOP Tour is launching three additional markets: San Diego, Las Vegas, and Phoenix. These qualifiers offer participants an opportunity of a lifetime to earn their way to the MSOP Championships for hundreds of thousands of dollars in prize money in October 2018. These three new locations will collectively offer 45

additional local qualifiers and 24 direct entry spots into the Championship. Unique to these markets is the support from the professional field of golf, featuring celebrity ambassadors, pro Tour players, PGA TOUR Superstores, and TaylorMade.

“We are very excited to deliver the MSOP Tour to even more markets across North America,” said President & General Manager Guillaume Béland. “Along with our ongoing qualifiers in Toronto and Montreal, these new MSOP Tour locations will give people from across the continent the chance to compete in the ultimate Vegas golf experience.”

San Diego and Las Vegas markets will be bolstered by the arrival of MSOP’s newest ambassadors. San Diego will feature notable pro golf influencers [Alisa Diomin](#), [Tisha Alyn Abrea](#), [Isabelle Shee](#), and [Brittany Mai](#), promoting the qualifiers to their collective fanbase of over 275k followers. The Las Vegas MSOP Tour will be supported by Web.com Tour player [Kurt Kitayama](#) as well as pro golfers and 2017 MSOP Championship winners Taylor Montgomery and Redford Bobbitt. Stay updated on each influencer’s social channels, as they may be making special appearances at their respective local qualifiers.

MSOP is also excited to debut its partnership with TaylorMade, serving as MSOP’s official ball and putter. Working collaboratively to bring the MSOP Tour to as many people as possible, TaylorMade will be activating at various local and regional qualifiers across each market. TaylorMade will specifically promote their Spider Tour and Spider Interactive putters, and the TP5 and TP5x golf balls via prize giveaways, product experiences, and more.

MSOP will also be teaming up with PGA TOUR Superstore locations across Arizona to host qualifiers. These locations will feature indoor greens to test your ability to putt at the highest level.

MSOP Tour was launched this year as a qualifier system to the MSOP Championships in Las Vegas, creating a play-your-way to Vegas pathway across the country. Each market will provide local events that lead to a regional final, where spots to the MSOP Championships are up for grabs. With these new locations, MSOP Tour will have over 120 local qualifiers over eight markets in North America, offering 64 direct spots to the Championships. Participants from around the world will have the opportunity to test their skills and composure as they compete over several days in a high-stakes environment, steps away from the strip. The MSOP Tour could be your chance to compete in this one-of-a-kind experience.

New MSOP Tour Dates:

San Diego: [August 24 - September 23](#)

Las Vegas: [August 25 - October 7](#)

Phoenix: September 7 - September 30

As more of the MSOP Tour schedule is announced, don't miss your chance to become the next MSOP All-Star! To find an event near you, visit [MSOP.com](#).

Interested in operating an MSOP Tour qualifier? [Click here](#). Interested in registering for the Championship? [Click here](#).

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ABOUT MSOP

Major Series of Putting (MSOP) intends to entertain, challenge and thrill people with the simplest and most important golf element — putting. To achieve such, MSOP sanctions the ultimate Vegas golf experience with hundreds of thousands of dollars in total prize money. Participants from around the world will have the opportunity to test their skills first at the local and regional levels, before competing in the MSOP Championships on the strip in Las Vegas. Participants' skill and composure will be tested as they compete over several days in a high-stakes environment. This stimulating competition is open to all as qualifying events will be held around North America in collaboration with local golf courses.

MSOP, a subsidiary of Lune Rouge Innovation, is venture-backed and funded by Lune Rouge — the private equity company of Guy Laliberté, founder of Cirque du Soleil, — which focuses on high potential companies, mainly in the entertainment and technology industries. For more information, visit [MSOP.com](#).

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