



WESTERN NEW YORK

Renewed, multi-year deal WNYPGA Section Partnership *Michelob ULTRA (Try-It Distributing)*

EAST AMHERST, NY (April 22, 2024) – Michelob ULTRA (Try It), one of the largest beer companies in the United States, has renewed their partnership with the Western New York PGA Section and become the *Official Beer of the WNYPGA* for all 2024 Major Championships.



Michelob Ultra (Try It) – Introduced in 2002, Michelob ULTRA has just 95 calories, 2.6 carbs, and an exceptional taste. It is the superior light beer that celebrates the active, balanced lifestyle of its drinkers including both fitness and fun. Brewed for those that live fit and fun lives, Michelob ULTRA’s choice of grains and extended mashing process leads to its refreshing taste and fewer carbohydrates. It is brewed with the finest barley malt, rice, all imported hops, and a pure cultured yeast strain which reflects the Anheuser-Busch commitment to brewing quality.

This renewal will feature larger major championship purses and on-site experiences for all WNYPGA Professionals. The first Major Championship for the 2024 season kicks off at Penfield Country Club May 20th for the Western New York Classic. The Major Championship season concludes with the Tour Championship at Country Club of Buffalo September 30 - October 1.

“To have the continued partnership support of a multi-generational beverage distribution giant like Try-It Distributing, with the hyperfocus on the Michelob Ultra brand, is really energizing for our WNYPGA Section and our membership,” said John Osberg, Director of Development for WNYPGA. “We really went deep this year with connecting with our counterparts at Try-It/Michelob Ultra and really focused on how we can collectively enhance and elevate the experience at each of our 5 WNYPGA Golf Majors while also playing a role in the growth of the Michelob Ultra brand in Western New York. It’s going to be an exciting 2024 WNYPGA Professional golf tournament season and so much of that is in thanks to our close friends at Try-It Distributing and Michelob Ultra!”

About WNYPGA

The mission of the Western New York Section of the Professional Golfers’ Association of America is to establish the Section as a viable, valuable, and visible organization in promoting the growth of golf and the advancement of the golfing profession. The WNY Section shall be the leader in the promotion of golf, a provider of job opportunities for its PGA Members and Associates, a professional force for PGA Members to maintain and upgrade their skill level to allow them to compete in today’s business world, a leader in teaching and tournament operations, and finally, a trainer of future Golf Professionals and other career positions.

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