



FOR IMMEDIATE RELEASE

Michelob ULTRA - WNYPGA

Michelob ULTRA Enters Year Two of Multi-Year Partnership with the Western New York PGA

East Amherst, N.Y. — April 17, 2025

The Western New York Section, PGA of America (WNYPGA) is excited to continue its partnership with Michelob ULTRA as the two organizations head into year two of a three-year agreement. As a national leader in active lifestyle branding, Michelob ULTRA's continued support reflects its commitment to the golf community and its alignment with the PGA Professional's role in growing the game throughout the region.

Michelob ULTRA's presence throughout the 2025 season will include on-site branding and hospitality at key WNYPGA events, helping enhance the tournament atmosphere for players and spectators alike. Their involvement brings energy and visibility to the Section's competitive schedule while strengthening engagement with players at all levels.

"We're thrilled to have Michelob ULTRA back for another year as a Title Partner," said Victoria Schiro, Executive Director of the Western New York PGA. "Their continued investment helps us deliver top-tier events and reinforces our efforts to bring fun, connection and professionalism to the game."

With a brand built on balance and enjoyment, Michelob ULTRA is a natural fit for golf, and its relationship with the WNYPGA allows the company to connect with active, engaged PGA Professionals and amateurs across Western New York.

About Western New York PGA

The Western New York Section, PGA of America is dedicated to promoting the enjoyment and involvement in the game of golf and contributing to its growth by providing services to golf professionals and the golf industry. With a focus on professional development and community engagement, the WNYPGA strives to uphold the highest standards in the game.

About Michelob Ultra

Michelob ULTRA is a premium light beer brewed for those who live an active lifestyle without sacrificing enjoyment. As a proud supporter of golf and other recreational sports, Michelob ULTRA brings together community, refreshment and celebration through its strategic partnerships nationwide.

Contacts:

Western New York PGA

John Osberg

Director of Development & Foundation Operations

Email: josberg@pgahq.com

Western New York PGA

Victoria Schiro

Executive Director

Email: vschiro@pgahq.com