



**Sarah B. Knowlton**

**Marketing & Public Relations Director**

**29th U.S. Senior Open I The Broadmoor I July 28 - August 3, 2008 I (719) 633 - OPEN**

### **2008 U.S. SENIOR OPEN FACT SHEET**

**DATES:** July 28 – August 3, 2008

**ATTENDANCE:** More than 150,000 spectators are expected to attend the U.S. Senior Open throughout the week.

**ECONOMIC IMPACT:** The U.S. Senior Open projects an economic impact of more than \$30 million to the Colorado Springs economy.

**FEATURED PLAYERS:** Bernhard Langer (GDR)                      Mark O’Meara  
Craig Stadler    Nick Faldo (ENG)  
Curtis Strange     Nick Price (RSA)  
Greg Norman (AUS)     Peter Jacobsen  
Fuzzy Zoeller     Sandy Lyle (ENG)  
Hal Sutton    Seve Ballesteros (ESP)  
**Hale Irwin (Honorary Chairman)**                      Tom Watson

**FIELD:** 156 Professionals and Amateurs (over the age of 50)

**FORMAT:** 72 Hole stroke play; Field will be cut to low 60 and ties plus anyone within 10 strokes of the leader following the completion of the second round.

**HOSPITALITY:** Limited hospitality options are currently available. Interested companies should contact Liz Leckemby at [lleckemby@broadmoor.com](mailto:lleckemby@broadmoor.com) or 719-633-6736, ext. 2.

**LOCATION:** The BRO<sup>A</sup>DMOOR in Colorado Springs. Opening in 1918, The BRO<sup>A</sup>DMOOR is a Five Star/ Five Diamond Resort on 3,000 acres at the base of Cheyenne Mountain. The Senior Open will be contested on the East Course designed by Donald Ross and Robert Trent Jones, Jr. and will be the 6<sup>th</sup> USGA Championship staged at The BRO<sup>A</sup>DMOOR. The first was the 1959 U.S. Amateur won by Jack Nicklaus. The last was the 1995 U.S. Women’s Open, won by Annika Sorenstam.

**SENIOR OPEN SITES:** 2007 Whistling Straits Kohler, WI  
2008 Broadmoor East Course Colorado Springs, CO  
2009 Crooked Stick Golf Club Indianapolis, IN  
2010 Sahalee Country Club Seattle, WA

**TELEVISION:** U.S. Senior Open will be broadcast to more than 50 countries including live television coverage on ESPN and NBC Sports.

**TICKETS:** Tickets will be available in May 2007. Kids 17 and under are admitted free with a ticketed adult. Visit [www.broadmoor.com](http://www.broadmoor.com) for more information.

**VOLUNTEERS:** More than 3,300 volunteers are needed to fill 30 different committees. Contact Jeff Yeager at [jyeager@broadmoor.com](mailto:jyeager@broadmoor.com) for more information.

**WEBSITE:** [www.broadmoor.com](http://www.broadmoor.com)

**CONTACT:** 2008 U.S. Senior Open  
One Lake Avenue  
Colorado Springs, CO 80906  
[senioropen@broadmoor.com](mailto:senioropen@broadmoor.com)  
Phone: 719-633-OPEN  
Fax: 719-471-6490

The BRO<sup>A</sup>DMOOR is the longest-running consecutive winner of both the AAA five-diamond and the Mobil Travel Guide five-star awards. For more information on The BRO<sup>A</sup>DMOOR, please call 800.634.7711 or visit [www.broadmoor.com](http://www.broadmoor.com).

