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MIKE HARRISON FROM VINIK SPORTS GROUP JOINS VALSPAR CHAMPIONSHIP AS ASSOCIATE TOURNAMENT DIRECTOR

Tampa Bay's PGA TOUR event, the Valspar Championship, is pleased to announce the addition of Mike Harrison to the tournament management team as Associate Tournament Director. He comes to the tournament from the Vinik Sports Group where he was Vice President of Partnerships for the Tampa Bay Lightning and AMALIE Arena.

"We are very excited to add someone with Mike's proven record of success to our management team. He has a proven ability to drive revenue, lead strategy and deliver results," says Tournament Director Tracy West. "Mike will have tournament revenue generation responsibilities via corporate partnerships as well as creation of non-tournament revenue streams. Additionally, as part of our management team, Mike will help develop and execute a long-term strategic plan to generate revenue from new and existing channels and evolve the event to engage a broader range of people and sponsors. The Valspar Championship has enjoyed significant growth in the last seven years, but we wish to continue to increase our community impact and Mike's proven skills will help us do so."

The Valspar Championship is managed by Pro Links Sports, a growing golf industry leader that also manages two other PGA TOUR events, the Wells Fargo Championship and 3M Open, plus several events on the PGA TOUR Champions. West also has responsibilities with other tournaments. "The PGA TOUR is undergoing significant growth with new revenue streams that affect all our events," says West. "Mike will be an important addition to our management team here in Tampa Bay, as we look to forge new relationships."

"I started my career working in golf and it has always been a professional goal of mine to return one day to the event side of the sports business" says Harrison. "I am grateful to Tracy West, EVP of Pro Links Sports and Tournament Director of the Valspar Championship, for this amazing opportunity, along with Steve Griggs, CEO at VSG/TBL, for his support and friendship as I make this professional transition."

After working for various sports properties during his career including teams in the NBA and NHL along with college sports and the LPGA, Harrison joined the Tampa Bay Lightning organization in July of 2011. During his time with the Lightning and Vinik Sports Group, Harrison has led the partnership team and efforts for the Lightning, including 10 consecutive years of exceeding organization revenue budget and goals while helping the franchise grow to top 10 in the league for partnership revenues during his tenure.

Harrison is a native of Margate, New Jersey who graduated from the University of South Carolina with a Bachelor's degree in Sport & Entertainment Management. He played baseball for the Gamecocks and was selected as the 2002 Alumni of the Year. His business career started in professional golf with the ShopRite LPGA Classic, and Harrison is excited to return to the event management side of the industry.

The 2022 Valspar Championship will be held on the Copperhead Course at Innisbrook Resort in Palm Harbor on March 14-20. Sam Burns is the defending champion.