



2025 Media Coverage Opportunities

Below is a summary of standout events happening during 3M Open week that present strong opportunities for media coverage — from youth engagement and military recognition to celebrity appearances and live entertainment. All events take place at TPC Twin Cities in Blaine, MN unless otherwise noted.

FRIDAY, JULY 18

Charity Challenge benefiting M Health Fairview

Time: Challenge begins at Noon; check presentation will occur at approximately 4:30 PM

Location: TPC Twin Cities

Who:

- 3M Open partners: R.S. Hughes, Cub, and PNC Bank
- iHeart Media personalities
- 3M and 3M Open representatives
- Special guests:
 - o Randall McDaniel
 - o Kathryn VanArragon (University of St. Thomas)
 - o Mia Morton (University of St. Thomas)
- Featured M Health Fairview patient and family (previously profiled by WCCO)

What/Why: An annual pre-tournament event that brings together 3M Open partners and media personalities to raise funds for M Health Fairview. This is the final round of golf played on the course before the start of tournament week. The event concludes with a moving check presentation and celebration of the patients and programs supported by the initiative.

Visuals: Partner teams on course, guest interactions on Holes 17 and 18, family photo moments, and ceremonial check presentation.

MONDAY, JULY 21

First Tee Girls Clinic presented by The Toro Company

Time: 1:00 PM

Location: Back of the Driving Range, TPC Twin Cities

Who:

- **Girls from First Tee – Minnesota**
- **Kathryn VanArragon (University of St. Thomas golfer)**
- **Student-athletes from the University of St. Thomas, University of Rochester, and University of Minnesota**
- **Speakers:**
 - o Jennifer Hines, Assistant Tournament Director, 3M Open
 - o Jim Triggs, CEO, First Tee – Minnesota
 - o Heather Hille, Managing Director, Corporate Affairs, The Toro Company

What/Why: A hands-on golf and fitness clinic designed to empower the next generation of girls in golf. Participants will rotate through stations focused on fitness, putting, driving, and chipping.

Visuals: Youth golf instruction, college athlete mentorship, energy and movement at each station.

TUESDAY, JULY 22

3M Open Art Unveiling – A Tribute to Jhonattan Vegas by Jimmy Longoria

Time: 10:00 AM

Location: 3M Open Corporate Tent, TPC Twin Cities

Who:

- Jhonattan Vegas, 2024 3M Open Champion
- Jimmy Longoria, Nationally Acclaimed Artist

What/Why: Unveiling of “Shimmering Victory” a one-of-a-kind installation honoring Jhonattan Vegas, created with innovative 3M materials including FASARA™ Glass Finishes, Dichroic Glass Finishes, and Scotchlite™ Reflective Film. Longoria, known for bold murals and his nonprofit Mentoring Peace Through Art, brings cultural vibrancy to the tribute.

Visuals: Vegas and Longoria at the artwork, reflective surfaces in natural light, fan interaction.

First Tee Youth Clinic presented by Huntington Bank, ORS Nasco & UNRL

Time: 10:30 AM

Location: Back of the Driving Range, and Huntington Bank Military Outpost, TPC Twin Cities

Who:

- Participants from First Tee – Minnesota
- Led by Emma Carpenter (former University of Minnesota golfer and current media personality) and Troy Merritt, local Spring Lake High School alum)
- Speakers:
 - o Andy Boyle, Senior Vice President, ORS Nasco
 - o Monica Hilger, Vice President of Business Development, UNRL
 - o Mike Maeser, Minnesota Regional President, Huntington Bank
 - o Marcio Thompson, Community Development Relationship Manager
 - o Mike Welch, Tournament Director, 3M Open

What/Why: Youth rotate through three golf skill stations (putting, chipping, driving), followed by a financial literacy program, "Money Bootcamp," and Golf 4 All Day.

Visuals: Branded golf and education stations, corporate leadership with youth, impactful community engagement.

Golf 4 All Day

Time: 12:45 – 4:00 PM

Location: Main Entrance, Northwoods and Fan Village, TPC Twin Cities

Who:

- 500 youth from local organizations
- Special guests include:
 - o Cole Aldrich
 - o Mike Conley
 - o Michael Floyd
 - o Melvin Gordon (appearing via VIBEZ Golf Club)
 - o Randall McDaniel
 - o John Randle
 - o Kyle Rudolph
 - o Wally Szczerbiak
- Torie Clarke, Chief Public Affairs Officer, 3M (available for interviews – contact Anya Balke at ABalke@mmm.com if you're interested in meeting with her)

What/Why: This interactive afternoon reimagines golf through STEM, skilled trades, music, food, and mentorship. In partnership with 3M Community Impact, Tickets for Kids, First Tee – Minnesota, Solomon Hughes Sr. Golf Academy, and The Sanneh Foundation.

Visuals: Kids engaged in hands-on learning, pro athletes with participants, branded activations and learning stations.

WEDNESDAY, JULY 23

R.S. Hughes Championship Pro-Am

Time: Tee times begin at 6:40 a.m.

Location: First Tee, TPC Twin Cities

Who:

- PGA TOUR pros Carpenter, National Anthem Performer
- Celebrities, including:
 - o Hannah Aslesen (St. Andre Golf)
 - o Mike Conley
 - o Melvin Gordon
 - o Daniel Hastings (Love is Blind)
 - o Kyle Rudolph
 - o DJ Thoma
- Patients from M Health Fairview Masonic Children's Hospital

What/Why: A highlight of 3M Open week, the R.S. Hughes Championship Pro-Am offers PGA TOUR celebrities and partners the opportunity to play alongside PGA TOUR professionals. As a unique and heartwarming feature, patients from M Health Fairview Masonic Children's Hospital and Fairview Health Services employees are invited to "tend the flag" on Hole 17, creating unforgettable moments with tour players while celebrating strength, resilience, and community care.

Visuals: Celebrities and pros in action, young patients tending the flag, emotional interactions between players and families, vibrant activity on the course.

FRIDAY, JULY 25

Folds of Honor Friday, presented by Huntington Bank, Cub, and Ascentek

Time: Ceremony at 6:30 AM

Location: First Tee, TPC Twin Cities

Who:

- Emma Carpenter, National Anthem Performer
- Bill Brown, CEO, 3M
- Colleen Katzenberger, Gold Star Spouse Scholarship Recipient, and her son Elliott
- 17 local families receiving scholarships

What/Why: A meaningful patriotic tribute recognizing service members and first responders. 17 educational scholarships will be awarded, including four through the 3M Open Fund.

All-Day Activation Includes:

- Fans encouraged to wear red, white, and blue
- Patriot Scouts distributing giveaways
- FanShop round-up donation option and 10% discount for military
- Complimentary tournament admission and hospitality access for military with valid ID

Visuals: Flag presentation, scholarship recipients, military families, emotional and impactful storytelling.

Jhonattan Vegas to Throw Ceremonial First Pitch at Target Field

Time: 6:35-6:55 PM (exact time TBD)

Location: Target Field

Who:

- Jhonattan Vegas, 2024 3M Open Champion

What/Why: A meaningful patriotic tribute recognizing service members and first responders. 17 educational In celebration of 3M Open week, defending champion Jhonattan Vegas will deliver the ceremonial first pitch prior to the Minnesota Twins vs. Washington Nationals game. Vegas, who played third base as a youth in Venezuela, is one of several PGA TOUR professionals sponsored by Major League Baseball, underscoring the shared values of athleticism and global reach between golf and baseball.

Visuals: Vegas on the pitcher's mound, cross-sport branding and fan excitement, and potential interaction with Twins players and fans.

SATURDAY, JULY 26

Swings & Strings presented by Scotch™ Brand

Time: Approximately 6:00 PM (Immediately following conclusion of play)

Location: TPC Twin Cities

Who: Lee Brice, Country Music Star

What/Why: Live concert on the tournament grounds open to all Saturday ticketholders.

Important Note: Media coverage must be pre-approved by artist management. Contact Caitlin Moyer at cmoyer@3mopen.com by Friday, July 18 at 5:00 PM CT.

Visuals: Large crowds, energy-filled performance, post-round celebration.

SUNDAY, JULY 27

Family Day

Time: All Day

Location: Fan Village, TPC Twin Cities

Who: General public, families, kids

What/Why: Celebrating Championship Sunday with family-friendly programming and activities.

Highlights Include:

- Blippi and Meekah Meet-and-Greet (ticket required; presented by Post-it® Brand)
- Family Meal Deal: \$20 for 4 hot dogs and 4 non-alcoholic drinks (10:00 AM–2:00 PM, while supplies last)
- Kids-only autograph zones
- Appearances by local sports mascots

Visuals: Families enjoying the tournament, character appearances, kids engaging with golf and athletes.

Fan Experiences & Promotions

The 3M Swing Lab presented by TaylorMade

Step into the future of golf at *The Swing Lab*, an all-new fan experience in the 3M Open Fan Village. Presented by TaylorMade and powered by 3M Science, this interactive space invites golfers of all ages and skill levels to test their swing and have a little fun along the way. Discover the power behind TaylorMade's newest Qi35 driver—engineered with precision and bonded using advanced 3M adhesive technology. From hands-on golf challenges to an unbeatable view of the legendary 18th hole at TPC Twin Cities, *The Swing Lab* is the place to play, learn, and be inspired. Best of all? It's completely free and open to fans all week long.

Kids 15 & Under Get in Free

Thanks to Cub, all children **15 and under receive free admission** to the 3M Open all week long with a ticketed adult. It's a great way to introduce the next generation to the game of golf.

Military Tickets

The 3M Open proudly offers **complimentary admission** to all members of the military community. **Active duty, retired military, and veterans** with valid military ID are eligible for **two (2) free tickets** to the tournament. Attendees may select the day they wish to attend during registration. Enjoy the action from the Huntington Bank Military Outpost located in Fan Village.

Come Hungry: A Taste of What's Cooking at the 3M Open

Fan Village will be buzzing with flavor, offering a variety of mouthwatering options to satisfy every craving. **Jersey Mike's** will be serving up their fan-favorite subs—including a gluten-free bread option for those with dietary preferences. **The Cub Grill** returns with bold new offerings, including the can't-miss **Mr. Vegas Sandwich**, inspired by 2024 3M Open Champion **Jhonattan Vegas**. Back by popular demand, **the Vikings Table Food Truck powered by Xcel Energy** will serve up crowd favorites, while new food truck partner **Cloud 9 Energy Bowls** brings a fresh, vibrant twist to the lineup.

Over in **The Northwoods**, **My Burger**—a local favorite—joins the fun with its special-edition *Greenskeeper* Burger, crafted exclusively for the 3M Open. **Red's Savoy Pizza** will be slicing up jumbo pieces of their legendary 'Sota Style Pizza—thin crust, passive aggressive sauce, and piled high with toppings and smothered with cheese. New to The Northwoods this year is **Dodopop**, making their 3M Open debut with their wildly popular “dirty pop”—a fizzy, flavorful twist on classic soda that's sure to make a splash.

Tournament & Community Highlights

25 Years of TPC Twin Cities

TPC Twin Cities celebrates its **25th anniversary** in 2025. Originally designed by World Golf Hall of Fame member **Arnold Palmer**, in consultation with Minnesota native and PGA TOUR veteran **Tom Lehman**, the course has hosted the 3M Open since its PGA TOUR debut in 2019 and previously hosted the 3M Championship from 2001–2018.

Sustainability Commitment

Building on its momentum as a 2023 and 2024 finalist for the PGA TOUR Sustainability Award, the 3M Open continues to lead with purpose in 2025. This year's efforts include:

- Continuing to work with vendors to establish on-site requirements and ensure compliance with sustainability policies, and partnering with local organizations to improve fan education and interactions.
- Focusing on improving the tournament's impact on the local community, economy, and environment.
- Achieving an 80%+ diversion rate from waste-to-energy (Zero Waste to Landfill) and focusing on improving composting and donations, especially concerning Construction and Demolition (C&D) waste.

New 3M Open Trophy

The 3M Open stands as a testament to competition, innovation, and community impact—values that define both the game of golf and 3M Science. Unveiled in 2025, our newly designed 3M Open trophy marks the beginning of an exciting new era for the tournament, fresh off its five-year extension and exemplifies the precision, ingenuity, and material science that define both the sport of golf and 3M's relentless pursuit of innovation. Its helix-shaped spires, inspired by the structure of DNA, symbolize the boundless potential of science, while its sweeping, circular form mirrors the artistry of a perfect golf swing. Designed in-house and constructed using 3M's cutting-edge abrasives, adhesives, and architectural films, this trophy is more than an award—it is a testament to progress.