



## FOR IMMEDIATE RELEASE

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## Blue Federal Credit Union Named Presenting Sponsor for Korn Ferry Tour's "The Ascendant presented by Blue"

**BERTHOUD, Colorado** – Blue Federal Credit Union, which has operated for over 70 years, has been named the presenting sponsor for one of the marquee events on the Korn Ferry Tour in Berthoud, Colorado, which will now be known as "The Ascendant presented by Blue."

"We are excited to announce Blue as a presenting sponsor on the Korn Ferry Tour," said Korn Ferry Tour President Alex Baldwin. "Given their historical connection to the military, their ties to the local community and the amazing work of The Blue Foundation, they are a perfect match for The Ascendant presented by Blue, and we're excited to see this tournament continue to evolve and make a greater impact on the Front Range."

Earlier this year, the Korn Ferry Tour [announced a five-year partnership](#) through 2026 with Ascendant National Title, a Cypress Ascendant Company, to serve as the event's official title sponsor. Today's announcement will also see Blue become the presenting sponsor of The Ascendant presented by Blue through at least 2026.

The Ascendant presented by Blue, which earned the 2021 Korn Ferry Tour Tournament of the Year Award, will continue its residency at TPC Colorado, the host course for the first three iterations. The 2022 playing of The Ascendant presented by Blue is set for June 30 through July 3 in Berthoud, Colorado.

Blue Federal Credit Union was originally chartered in 1951 as Warren Federal Credit Union by a group of civilian personnel at F.E. Warren Air Force Base, in Cheyenne Wyoming, about 100 miles from Denver, Colorado. The credit union grew and inspired members over the next 65 years until the opportunity came to merge with a successful Colorado-based credit union with nearly 50 years of its own history and growth, Community Financial Credit Union. In 2015, the two credit unions came together becoming Blue, an organization that empowers its members to tap into the full potential of their money, life and community. During this year's tournament,

Blue is excited to help support initiatives like the Military and First Responder venue, as well as the Blue FCU Member Day. More information on these opportunities will be provided closer to the tournament.

“We are incredibly honored and excited to join the PGA TOUR family as a Korn Ferry Tour presenting sponsor,” says Stephanie Teubner, President and CEO of Blue Federal Credit Union. “PGA Tour and Korn Ferry Tour both value making a positive impact in the community. Blue shares in this goal as we discover pathways to help others realize their possibilities. We see this partnership as accomplishing these aspirations and more.”

The Ascendant presented by Blue is a 72-hole tournament featuring 156 players from around the world. Debuting in 2019, The Ascendant presented by Blue has quickly become one of the premier stops on the Korn Ferry Tour, as evidenced by its award-winning 2021 event. Last July, 46-year-old Tag Ridings conquered the 7,991-yard setup – which was the longest in Korn Ferry Tour history and featured the longest hole in PGA TOUR-sanctioned tournament play, the 773-yard par-5 13th – and won a three-man sudden-death playoff for his second career victory. The third and final rounds were streamed via PGA TOUR LIVE.

One year prior, Will Zalatoris captured the 2020 title for his first Korn Ferry Tour victory and went on to secure PGA TOUR membership as part of the 2020-21 graduating class, in addition to winning the 2020-21 PGA TOUR Rookie of the Year Award, also known as the Arnold Palmer Award.

The Ascendant presented by Blue will be the 19th of 26 events on the 2022 Korn Ferry Tour schedule. The 2022 regular season will conclude at the Pinnacle Bank Championship presented by Aetna, where 25 PGA TOUR cards will be awarded based on the points standings. An additional 25 PGA TOUR cards will be awarded at the conclusion of the 2022 Korn Ferry Tour Finals.

For more information about The Ascendant presented by Blue, please visit [theAscendant.com](http://theAscendant.com). To download The Ascendant presented by Blue logo, please visit <https://pgatourmedia.pgatourhq.com/> and select the “LOGOS” tab. To download drone footage from TPC Colorado, please click [here](#).

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### **About Korn Ferry Tour**

Founded (1990), owned and operated by the PGA TOUR, the Korn Ferry Tour identifies and develops golf's next stars, preparing them to compete and win on the game's biggest stage. The Korn Ferry Tour, which has served as a path to the PGA TOUR since its inception, began providing 50 PGA TOUR cards annually in 2013. Each season, the top 25 players secure PGA TOUR cards via the Korn Ferry Tour's regular season and an additional 25 players secure promotion through the Korn Ferry Tour Finals. With more than 600 PGA TOUR titles, 26 major championships and six FedExCup champions, Korn Ferry Tour alumni make up over 80 percent of the PGA TOUR's current membership. To learn more about the PGA TOUR, the Korn Ferry Tour and to follow the

season-long quest for a PGA TOUR card, visit PGATOUR.COM or follow the Korn Ferry Tour on social media.

Six Korn Ferry Tour events are televised annually on GOLF Channel in the United States, with tournament programming also available via 22 linear TV partners in 170-plus countries and territories. Over 70 hours of live coverage is available in 130-plus countries and territories. Programming is also available via the OTT platform GOLFTV powered by PGA TOUR in every market outside of the United States (240-plus countries and territories), excluding China, Korea and Russia, with live coverage distributed in 130-plus countries and territories.

### **About Korn Ferry**

Korn Ferry is a global organizational consulting firm. We work with clients to design their organizational structures, roles and responsibilities. We help them hire the right people and advise them on how to reward, develop and motivate their workforce. And, we help professionals navigate and advance their careers.

### **About Ascendant National Title**

Ascendant National Title, a Cypress Ascendant company and the Official Title Insurer of the PGA Tour, is a national title and escrow company providing extraordinary, personalized service to the real estate community. Employing top tier innovative technology and teams with vast experience managing commercial, lender, default and residential transactions, Ascendant is committed to exceeding expectations for all clients whether local or national. Headquartered in Denver, Colorado, Ascendant is proud to be the namesake sponsor of The Ascendant presented by Blue, a premier tournament event. The company is presently licensed in 37 States and continues to expand their footprint through key partnerships and strategic acquisitions.

### **About The Ascendant presented by Blue**

The Ascendant presented by Blue first joined the Korn Ferry Tour in September 2018. In the first three years, the event has generated more than \$50,000 for local charities and produced three incredible champions; Nelson Ledesma (2019), Will Zalatoris (2020) and Tag Ridings (2021). Scheduled for June 27-July 3, 2022 the tournament will once again host a field of 156 golfers as they compete for a share of the \$750,000 purse and a spot on the PGA TOUR. As the pathway to the PGA TOUR, the Korn Ferry Tour annually produces talented professional golfers who are ready to compete and win on golf's biggest stage. Hosted at TPC Colorado, an Arthur Schupeter Golf Course Architects designed course with the picturesque mountain views of the Front Range. For information about available opportunities including corporate partnerships, volunteers, and ticket sales, please visit the official tournament website at <http://www.theAscendant.com>. Information can also be found on Facebook, Instagram, and Twitter or by calling 970-528-9957.